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ABSTRACT

This report describes the major activities and accomplishments for the quarter in production and research for the Sesame Street and Electric Company programs. In addition, activities in public affairs, personnel, budget, international broadcasts, Children's Television Workshop products, and community education services, including services to the mentally handicapped and disadvantaged, are described. Appendices provide Community Education Services Division materials and samples of press clippings. (DAG)

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Children's Television Workshop

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Sesame Street Research
Office of Education Quarterly Report

October - December, 1977

I. ACTIVITIES AND ACCOMPLISHMENTS

A. During 1977 the research division has been coordinating participation among several independent researchers in a project known as the Cross-Methodological Study. Investigators throughout the greater New York/New England area have applied a variety of research methods to several audiences, using the same stimulus material -- a videotape featuring one and one-half hours of selected Sesame Street segments. This phase of the project has been described in earlier quarterly reports to the Office of Education, as various segments of the research were completed and reports were submitted to CTW.

During the October-December quarter, the Associate Director, Lewis Bernstein, completed the report detailing CTW's research contribution to the project. Under his guidance, coders were trained to systematically rate relevant aspects of the stimulus material. This coding indicates presence, absence, and/or degree to which attributes are manifest throughout a segment. The data have been used to draw some implications about program attributes and children's attention to television materials.

Also in relation to this project, CTW convened a full-day seminar including all the Cross-Methodological Study participants. For Sesame Street writers and producers, each participant offered a brief description of his or her research methods and results, and presented some thoughts about their relevance for Sesame Street programming. At the afternoon session of the seminar, researchers discussed among themselves the relationships and discrepancies among the various methods and results. In the future, plans will be made to publish the results and recommendations in some format. This document, whatever form it takes, will also include some discussion of the similarities and differences of the research methods employed, as well as a consideration of their appropriateness for investigating research questions relating to television.

B. Dr. Langbourne Rust, Director of the Attribute Research Service in New York City, is finishing statistical analyses and intuitive interpretations of distractor data previously collected by Drs. Steve Levin and Dan Anderson, from the University of Massachusetts. The data, collected in a study involving three hundred preschoolers watching fifteen hours of Sesame Street, describe moment-to-moment changes in children's visual attention as different Sesame Street characters appear on or leave the screen, portraying different behaviors and roles. Dr. Rust's analysis will attempt to document which aspects of characterization seem to induce unusually high or low attention from preschoolers.

C. Dr. Joan Gussow, Professor of Nutrition at Teachers College, Columbia University, has worked with her student Michelle Grodner to provide a series of three research reports for CTW. The first report summarizes a survey of current health curricula for preschoolers and early elementary-aged children. The second study reports the test results of Sesame Street and other television materials produced to teach young children some elementary health concepts. A third report on curriculum recommendations was received during the October-December quarter. These reports provided information to CTW staff developing Sesame Street's health practices curriculum for the ninth and tenth broadcast seasons.

D. Dr. Cornelia Brunner completed a two-part study to provide information for Sesame Street's prescience curriculum. The first portion of the study includes a review of prescience processes and concepts presently being taught in kindergarten and early elementary school, along with some recommendations for Sesame Street's writers. The second portion, completed during the October-December quarter, involves an evaluation of several Sesame Street segments related to prescience, to ascertain which concepts and treatments are most salient to preschoolers.

E. Mr. Rodney Dennis, a graduate student at the University of Kansas, provided a report describing his followup study to his formative evaluation of Sesame Street classification and sorting segments. The present study discusses the extent to which the use of pauses and direct audience instruction facilitated preschoolers' comprehension of classification and sorting segments.

F. Researchers convened a briefing seminar for producers and writers to help them in planning scripts for Buffy St. Marie's return visit to Sesame Street with her 18-month-old son, Cody. A week of programs during the eighth season had featured Big Bird's jealousy and eventual acceptance of the new baby. Producers wished to know for ninth-season programming what actions and behaviors would be within the typical repertoire of an 18-month-old child, so that Cody could be realistically be included in the programming at his present stage of development. Dr. Burton White, from Harvard University and Dr. James Comer, from Yale University discussed the developmental characteristics of children Cody's age.

G. Researchers attended and helped to plan a briefing seminar given by Barbara Kolucki of the Community Education Services Division for Sesame Street writers and producers. The seminar presented film and videotape presentations illustrating media experiments featuring children with handicapping conditions. Sesame Street has recently included programming for children with mental retardation, and also continues to include children and adults with other handicaps as well, as part of the general activity on Sesame Street.

H. Researchers met with members of CTW's Bilingual Advisory Committee to help formulate new tenth season bilingual/bicultural programming for Sesame Street.

I. Researchers planned, designed, and started child testing on a study to assess children's comprehension of a week-long series of shows which display Big Bird's ambivalent feelings about Buffy St. Marie's new baby. The purpose of this "sibling rivalry" set of programs was to help children understand that their jealous feelings are shared by other children as well, and hopefully to provide some resources for children and parents alike in dealing with this common problem of the preschool years. The study will be completed in the January-March quarter and will have important implications for further affective themes on Sesame Street in the tenth and future seasons.

2. PROBLEMS - No significant problems.

3. SIGNIFICANT EVENTS AND FINDINGS - See Category #1, above.

4. DISSEMINATION ACTIVITIES

A. The Associate and Assistant Directors joined with other participants in the Cross-Methodological Study (Category IA) to describe the study in a presentation to the National Association of Educational Broadcasters in Washington, D.C.

B. The Associate Director met with Dr. Peter Crown, from Hampshire College in Massachusetts, to discuss ways of measuring children's reactions to television.

C. The Associate Director met with Daniella Gardosh, an Israeli television producer, to discuss formative research.

D. The Associate Director met with Dr. Jack Wakshlag from Indiana University to discuss formative research.

E. The Assistant Director met with Hannah Nelson, Health Liaison Specialist, Westinghouse Health Systems, to discuss Sesame Street's health practices curriculum.

F. The Assistant Director met with Monica Dagnam and Rand Nickerson, researchers from the Ontario Educational Communications Authority.

G. The Assistant Director described Sesame Street's experiments in programming for mentally retarded children in a presentation at the New York State Association of Teachers of the Handicapped.

H. The Assistant Director met with Mr. Clay Hollister of the National Fire Prevention and Control Administration, to discuss ideas to be incorporated into Sesame Street's safety curriculum.

5. CAPITAL EQUIPMENT ACQUISITION - None this quarter.

6. DATA COLLECTION - See Category #1, above.

7. OTHER ACTIVITIES

Nonbroadcast - Researchers continued to provide review functions and occasional testing of prototypes for books, toys, and games designed under the auspices of the Products Division.

Community Education Services - Researchers helped to review the concepts and tentative manuscript for a CES book being prepared for parents and teachers.

International - A researcher attended a three-day briefing/screening session presented by CBC in Canada. The purpose of the session was to review research and broadcast plans for the Canadian Sesame Street.

8. STAFF UTILIZATION - Several candidates were interviewed for the position of Research Assistant to the Sesame Street Research staff. Ms. Bettina Peel, who recently completed an Ed.M. program at Harvard University, was selected and is scheduled to begin work as a full-time staff member in January.

9. FUTURE ACTIVITIES

A. Activities described under Category #1 (A, B, H, I) are continuing projects and will continue into the next or future quarters.

B. New formats for the ninth season of Sesame Street are presently being culled for a formative research study. The new formats feature new goal areas or novel approaches to existing goals. Researchers wish to ascertain how comprehensible these formats are to Sesame Street's target children.

C. Plans are developing for a study to assess the effectiveness of Sesame Street formats which model conventions commonly used in school, such as crossing-out, underlining, and circling.

D. Curriculum development and format experiments for Sesame Street's tenth broadcast season will continue to be planned throughout the January-March quarter.

E. Script and studio review and monitoring procedures will be in effect for the second half of ninth-season taping during the upcoming quarter.

F. Researchers will design a formative study to investigate the feasibility of employing continuing characters and/or plots in an animation format. Researchers will need to consider such issues as whether preschoolers can remember and follow a continuing plot from day to day, or even within the context of a single program.

G. Researchers are beginning to plan a study to assess preschoolers' comprehension of bicultural segments on Sesame Street. One facet of this study may focus on the possibility of children's changing attitudes toward people from other cultures, as the result of exposure to certain television segments.

SESAME STREET PRODUCTION

Jon Stone resigned as Executive Producer of Sesame Street. His responsibilities on Sesame Street will be coordinated under the overall supervision of Dave Connell and will be divided between Al Hyslop, the new series Producer, and Dulcy Singer, who will be in charge of the primetime specials planned for our tenth season.

Jon has agreed, however, to stay on with the Workshop and to help with both the series and the tenth season specials. He will direct many of the programs and assist with production until the necessary transitions can be accomplished.

Al Hyslop was appointed Producer of Sesame Street on October 17th, 1977. He is a veteran Producer of public and commercial TV programs including "Captain Kangaroo," commercial television's only daily series for children. Biographical information is included in the press release attached to this report.

Dulcy Singer, who has been Sesame Street's Producer for four years, will be the Producer of specials marking "Sesame Street's" tenth anniversary.

New scripts for the last half of Season IX are being written. Celebrities, such as Victor Borge, Roberta Flack and Marcel Marceau were booked for this taping season. Post-production on the Hawaii segments was completed.

THE ELECTRIC COMPANY RESEARCH

Research activities on The Electric Company during the quarter included work on a preliminary draft for the overall final report on the life history of The Electric Company; a final report by Research Triangle Institute on the extent of utilization of TEC in schools; completion of a plan for a set of experiments in promotion of school utilization; continuation of products research; and continuation of research support to the Community Education Services Department.

Dr. Barbara Fowles has completed work on a preliminary draft of the final report encompassing all aspects of TEC, from its inception to the present.

A final report on the extent of classroom use of TEC has been submitted by Research Triangle Institute. This nationwide survey gives measure of the extensiveness of TEC utilization by classroom teachers. The results of that study are available.

Information from the survey by Research Triangle Institute, together with Dr. Keith Mielke's description of the barriers to classroom use of TEC, and suggestions from the various departments at CTW, were incorporated into a plan for a set of experiments and activities aimed at overcoming the barriers to classroom utilization. The focus of this study is to find the mechanism to allow for increased communication to the classroom teacher which will facilitate transmission of crucial information to the teacher and hopefully dissolve barriers to TEC usage.

Ongoing research activity continued with the Products group and Community Education Services to provide information and to assist in ensuring pedagogical accuracy and efficacy of materials.

COMMUNITY EDUCATION SERVICES DIVISION

This report covers major outreach activities of the Community Education Services Division during the months of October, November and December, 1977. It has been divided into several sections to facilitate review. National Office activities represent administrative matters, and programs developed and conducted by New York staff members. The Field activities section includes programs conducted by the six CES regional offices (see map in appendix) as well as those conducted by the New York based Extension Services Unit which covers areas not included in the field office territory. The Sections on Workshops and Conferences present workshop training and dissemination activities provided by both national and regional administrators.

A. NATIONAL OFFICE

CES Conference

A conference was held in Chicago, Illinois, from October 31st through November 4th for all CES national and regional staff. This was the first time since 1975 that members of the Division have had the opportunity to meet together. The main purposes for convening in Chicago were to provide a forum in which staff members could exchange experiences, ideas, problems and information and participate in the evaluation and development of CES program priorities for the current year and for the impending 10th anniversary year. Representatives from CTW corporate and managerial staff of other departments within the Workshop attended the conference to update field personnel on new developments in various areas such as products, productions and research, to gather feedback from field staff members who are in direct communication with the CTW audience and to explore possible services CES regional administrators can offer other CTW project areas. A complete agenda for the week-long conference is attached. (See appendix)

CES Midwest Office

In November, a new CES field office was opened in Chicago, Illinois. Extending outreach services to the mid-western region of the United States has long been a concern of the division. Dan Ventura, formerly a regional coordinator of the Illinois Migrant Council, will head the operation as CES Midwest Administrator. A strong focus of the Chicago office will be projects of benefit to migrant children and their parents. Contact has already been established with the Illinois Migrant Council to plan expansion of the program now operating through the Rochelle office, to all regions serviced by the Council. In addition, the location in Chicago will help CES to provide a continuous chain of services to migrants as they follow migratory patterns from the Southern to Western and Northern states. Heavy emphasis will also be placed on reaching the areas' steadily increasing Spanish-speaking population.

CES Portuguese Training Film

The most recent CES training film, completed in early October, is entitled "Sesame Street Esta Toda Em Parte". The film, which is in Portuguese, was shot on-location in New Bedford, Massachusetts, the site of a large bilingual community. The film is designed to demonstrate to parents the value of using Sesame Street as an educational tool in the home with their children and will be used to initiate and support efforts within Portuguese-speaking communities throughout the country.

CES Publications

Efforts continued during this three month period on CES reinforcement print materials. Sesame Street Script Highlights were redesigned this year and are being produced on a monthly basis throughout the broadcast season (sample issue in appendix). CES publications "Sesame Street Muppet Gallery", a color booklet focusing on affective skills taught by various Muppet personalities, and "Sharing the Street: Activities for All Children" an activity manual designed for those working with special needs children are in the final stages of production and will be available in the next quarter.

An additional publication entitled "The Electric Company Power Station Kit" is being developed and also expected to be completed in the next few months. This material will be used in connection with Electric Company projects based on the youth-tutoring-youth model designed to stimulate interest in print through activities which require reading, writing, listening and speaking to complete. The Power Station Kit will be a step-by-step guide to the formation of a club for 7-10 year old children. The manual will provide project and activity suggestions designed to strengthen language arts skills and promote viewing of The Electric Company. The kit will also include incentive items such as stencils for membership cards and project certificates.

Down's Syndrome Congress

The Down's Syndrome Congress presented CTW with its 1977 Impact Award "in appreciation for the sensitive and positive presentation of individuals with Down's Syndrome in age appropriate situations". The award was accepted for CTW by CES Coordinator for Special Education at the Annual Convention of the Congress in New Orleans this November. Of significance is the fact that CTW was the first "non-member" of the Congress ever to receive an award. The Congress is an advocate group comprised primarily of parents of children with Down's Syndrome which has made significant contributions in equalization of educational opportunities for persons with special needs.

CES made a presentation to the audience of over 1,000 attendees which stressed the positive educational and attitudinal potential of Sesame Street and provided extensive information on methods of reinforcing the show. A summary of the presentation, entitled "Sharing the Street with Children with Down's Syndrome" will be reprinted in Down's Syndrome News along with an entire page on "Sharing the Street: Activities for All Children". The newsletter is circulated to all members of the Congress. Many attending the presentation expressed their intention of forwarding information to other parents, teachers and professionals. (See appendix)

American Red Cross of Greater New York

In cooperation with the New York City Health Department, the American Red Cross of Greater New York is planning to undertake an ongoing effort over the next three years to immunize all children in the city. The Campaign is in answer to the drastically low immunization levels reported for New York City children, especially for polio. The Campaign will be launched in January, 1978 and Red Cross hopes to provide at least 100,000 immunizations by the end of the year. Beginning in lower Harlem, the Campaign will be conducted on a neighborhood by neighborhood basis. Head Start centers and family day care homes are primary sites for the immunization stations, which will later move into the schools. A core of volunteers including aides, students and nurses is being recruited for the effort.

CES will provide materials and on-going technical assistance to the Campaign. A planning meeting was held in December which included representation from CES, the Red Cross in New York City, Agency for Child Development, the Federal Task force on Immunization, the ten Head Start centers in which the Campaign will begin and the Central Harlem Health Program. A series of Workshops will begin in January for the volunteers. CES training will include information on reaching parents, community involvement and resources, and basic instruction on utilizing Sesame Street as an at-home resource. This information will be communicated by the volunteers to parents of children receiving immunizations and staff of the centers.

CES will supply volunteers and head start centers with promotional flyers for the Campaign, Immunization refridgerator stickers as well as literature on CES materials and services.

Fordham University

CES is exploring a "Sunrise Semester" television course in cooperation with the Division of Urban Education at Fordham University's Graduate School of Education in New York. The course curriculum will stress the value of television as an educational resource for children in urban and rural areas, effective utilization techniques and the impact of television on American society. Planning meetings have been held with University representatives, and an outline of the proposed course, being developed by CES, will be submitted in the near future to Fordham's curriculum committee. Funds for the project will be secured by the University.

B. CES FIELD ACTIVITIES

Parent Outreach

A major objective of CES has been and continues to be promoting the use of Sesame Street and The Electric Company as educational resources in the home. Working with parents is a primary means of achieving this goal. CES training for parents is designed to increase their awareness and understanding of the productions' value and to teach them basic reinforcement techniques. CES films and supplementary materials are utilized in these sessions. Parents then not only encourage their children to watch the shows but view along with them and interact in related activities. Following are examples of efforts to reach parents which illustrate the wide range of settings in which CES works with parents.

- Two workshops reaching a total of 75 parents were conducted by CES for parent volunteers organized under a federally-funded program administrered by the Hampton Youth Opportunities Center in the state of Virginia. The program called "Sesame Street Parent Co-Op" is comprised of five centers with approximately 30 children in each. The program is intended to offer a high level of preschool instruction and involve parents in their childrens education. Volunteer parents operate the preschool programs under the guidance of staff from Hampton Opportunities. CES workshops were held to provide instruction on the structure and curriculum goals of Sesame Street as well as methods of reinforcing its educational content with follow up activities.

- Ashland Educational Community Center, located in a public high school in Massachusetts, offers a variety of services to neighborhood residents. The Parent-Child Development Group, composed of 100 young mothers, runs a play group providing daily child care and educational services. CES conducted a workshop for parents and staff associated with the center on utilizing Sesame Street to help develop preschool skills.

- CES staff in Jackson, Mississippi is participating in the development of a program undertaken by the Hinds Association for Mental Health to provide assistance to abusing parents and their children. It is anticipated that the program's component on parenting skills will include the use of Sesame Street and The Electric Company. It is also expected that a Sesame Street viewing center will be included to provide activity for children accompanying their parents to the center.

- The 29 branches of the Boston Public Library system sponsor Parent Discussion Groups composed of young mothers who meet weekly to exchange ideas and information. Staff librarians are familiar with CTW productions and encourage parents to watch the shows along with their children. In addition, libraries in this system carry CTW magazines and books and CES supplementary materials for rental. During this quarter, CES staff conducted workshops for parents of the Discussion Groups at three branch libraries.

- Parents in the New Orleans Public School District attend workshops to make learning games for teachers in the system. A CES workshop was conducted for parents representing five schools in the district on methods of reinforcing the educational content of Sesame Street with follow-up games and activities. Several teachers from the district's resource centers also attended the sessions. It is anticipated that training sessions for this group will be continued. (See appendix)

Bilingual Parent Groups

- A workshop was conducted by CES staff for teachers and aides of the Hatian American Day Care Center in Brooklyn, New York. The center operates a Parent Action Committee which meets monthly to discuss matters pertaining to the center. A workshop is planned for these parents in the near future. It is expected that contact with the Parent Action Committee will be an important element in furthering contact with the Hatian Community in this area.

- Working through the New York City Agency for Child Development, CES staff conducted a workshop for 97 Spanish-speaking parents representing five day care centers at the Bronx Child Development Center. A meeting was later held with Agency for Child Development officials to evaluate the sessions and plan similar activities for bilingual parents.

CES Activities with Correctional Institutions

CES involvement with correctional institutions has expanded rapidly since the pilot project at Federal minimum-security institutions at Fort Worth and Seagoville, Texas began two years ago. CES is continuing efforts to increase the number of participating institutions in the project which benefits not only children but inmates, visiting spouses and correctional staff. "Sesame Street Goes to Prison", the 30-minute documentary of the project in operation which aired extensively in July, 1977, was broadcast during this quarter on PBS stations, in Chicago, Ill., Austin and Houston, Texas.

- The first state institution to adopt the Prison Project opened a Sesame Street center in November of this year. Bedford Hills Correctional Facility located in upstate New York, is the only women's institution in the state. The project has been developing since early spring of 1977 with extensive preparations including, meetings with administrators on project operations, securing funding for a project coordinator, selecting and training inmate tutors and equipping the center. The center will operate on Saturdays and Sundays between 10:00 a.m. - 3:00 p.m. when visiting children are most numerous. Efforts to obtain CETA funds for a project coordinator have not yet been successful, however, two nuns from the Sisters of Mercy are volunteering their services as project coordinator and supervisor. Fifteen inmates are currently enrolled in the program. The center was painted and decorated by inmate volunteers. As the weekend project becomes firmly rooted at Bedford, plans will be made for utilizing the center during the week.

- An initial meeting was held with representatives of the Queensboro Correctional Facility in New York City. The Warden of this institution had attended a presentation of the project at Bedford Hills and expressed interest in the program. Project planning will not begin at Queensboro until sometime in the spring of 1978, when the visiting room, currently undergoing expansion, is completed.

- CES staff met with officials of the Federal Prison Camp in Safford, Arizona to discuss implementation of a Sesame Street project at that site. Safford has an inmate population of approximately 400, a substantial percentage of which are Mexican Nationals. There are large numbers of visiting children and prison staff is enthusiastic over the possibility of the Sesame Street project. The visiting area is currently being expanded and it is expected that a Sesame Street center will be included in the renovation plans.

- Presentations of the Sesame Street Prison Project have been conducted by CES staff for officials of the El Reno Federal Correctional Institution in Oklahoma, and to representatives of the Oklahoma State Prison system. Interest was expressed at both meetings and follow-up sessions are continuing at both federal and state levels in Oklahoma.

- Officials at the federal institution located at Terminal Island in Los Angeles have expressed their intention of beginning a Sesame Street program in meetings held with CES staff during this quarter. Because this facility is also undergoing renovations, project planning is delayed but will resume in the spring.

- In addition to the above contacts, letters of inquiry have been received from state systems in Pennsylvania, Wisconsin, Minnesota and Virginia.

The Electric Company Power Stations

A project which has been developed by CES to promote viewing of The Electric Company broadcast and provide meaningful activity for youth and young children is now in operation at a number of youth-serving community organizations. The Electric Company Power Stations are based on the youth-tutoring-youth concept and designed to help children, particularly those encountering reading problems, acquire a more positive feeling toward reading by engaging in activities which utilize the full range of language arts skills. Teenagers and college students, trained by CES, serve as club leaders directing the activities of younger club members in a series of broadcast related projects. In most instances, club leaders are supervised by reading specialists or educators.

- Aspira of America, Inc. has requested CES to assist in providing educational experiences for Puerto Rican teenagers under a project entitled "Juvenile Delinquency Prevention Project". TEC Power Stations will be incorporated as a component of existing youth clubs sponsored by Aspira in a number of their local agencies. A two-day training session was conducted in Pawling, New York this November for Aspira staff members representing New York City; Waukeegan, Illinois; Hoboken & Jersey City, N.J.; Bethlehem, Pa.; Yonkers, New York and Puerto Rico. The workshop focused on utilization of The Electric Company and elements involved in operating a Power Station project. CES will continue its efforts during the coming months to assist Aspira clubs in beginning this activity.

- CES workshops were conducted in November at the Boy's Club in Waterbury, Connecticut following planning sessions and workshop training for twenty teenage high school tutors. A college student, under the supervision of a Boy's Club staff member, will direct the club activities. Twenty-five children, aged 7-10, will be enrolled as Power Station members. Members will be encouraged to watch the show at home as well as at the Boy's Club.

Similar projects will be operating in the near future at Boy's Clubs in Stamford, Connecticut and Marboro, Massachusetts.

PBS Stations

Maintaining contact with local PBS stations and their ITV units keeping them advised of new projects and materials, and developing cooperative efforts are important functions of CES regional administrators. Following are stations contacted during this quarter in an effort to continue effective liaison with station representatives. KLRN-TV, Austin, Texas; KCET, Los Angeles, California; KPBS, San Diego, Calif.; KUHT, Houston, Texas; KEDT, Corpus Christi, Texas; KERA, Dallas, Texas; KFDM, Beaumont, Texas; WYES, New Orleans, La.; Mississippi Authority for ETV, Jackson, Miss.; WGTV, Athens, Georgia; WTCI, Chattanoogo, Tennessee; WGBH, Boston, Mass.; WTVI, Charlotte, N.C.; WHRO, Norfolk, Va.; and WOUB, Athens, Ohio.

C. WORKSHOPS

Workshop training on CTW productions and effective utilization techniques is a major activity of the CES Division. It is designed to promote wider viewing and enhance the educational benefits to show viewers. Participants in workshop training include teachers, parents, paraprofessionals and all others interested in the education of children. The information provided in these sessions follows a standard format but is tailored to meet the specific needs of the varied CES target population, such as bilingual, migrant or handicapped individuals. Following are workshops conducted during this quarter in addition to those expanded on in the foregoing sections.

Schools

- Clarendon Public Schools (teachers/migrant parents) Clarendon, Arkansas
- Post Road School (staff, teachers, children) White Plains, N.Y.
- Corpus Christi Public School District (teachers) Corpus Christi, Texas
- Montgomery Public Schools ESAA (Parents/teachers) Montgomery, Alabama
- North School (teachers/students) Abington, Massachusetts
- Jefferson School PTA (parents/teachers/paraprofessionals) Holden, Massachusetts

Special Education

- Barbara Dawson Educational Center (teachers) Downey, California

Community Organizations

- Urban League (teachers/paraprofessionals) Tucson, Arizona
- West Dallas Community Centers, Inc. (teachers/aids) Dallas, Texas
- Charlotte Junior League/WTVI (teachers/parents) Charlotte, North Carolina

Pre-School Programs

- Via-Delano Pre-School (parents) New York, N.Y.
- Willow Growe Day Care Center (teachers) Jackson, Mississippi
- Bethlehem Center, Inc. (parents) Jackson, Mississippi
- Four Seasons Day Care Center (teachers) Jackson, Mississippi

State Agencies

- West Virginia Dept. of Welfare (family Day care advisors) Charleston, West Virginia

Family Day Care

- Basiley Day Care Center (day care parents) Queens, N.Y.
- Highbridge Family Day Care Center (day care parents) Bronx, N.Y.

Colleges

- College of New Rochelle (students/special ed teachers) New Rochelle, N.Y.
- Hunter College (teachers) New York, N.Y.
- Adelphi University (students) Long Island, N.Y.
- Southern Methodist University (students) Dallas, Texas
- Jackson State University (students) Jackson, Mississippi
- Boston University, (students) Boston, Massachusetts
- California State University, Fullerton (students) Fullterton, Calif.

Hospitals

- South Brookhaven Health Center (staff/parents/teachers) Patchogue, N.Y.

Churches

- Institute for Lay Training (Episcopal Church) (teachers/parents) New York, N.Y.

D. CONFERENCES/INFORMATION DISSEMINATION

CES disseminated information about CTW/CES at the conferences listed below during this quarterly period. In parallel with this activity contacts were established with organizations, agencies and individuals interested in the range of services provided by CES.

- The Orton Society, Inc. 28th Annual Conference on Dyslexia, Dallas, Texas
- National Forum on Volunteers in Criminal Justice Dallas, Texas
- New England Kindergarten Conference, Randolph, Massachusetts
- American Women in Radio and Television 1977 Northeast Conference, Needham, Massachusetts
- Mental Health Association of Dallas County, Conference on Parenting, Dallas, Texas
- Texas Association for Bilingual Education, San Antonio, Texas

PUBLIC AFFAIRS

During this quarter, the CTW Public Affairs Division concentrated its efforts on the promotional campaign launching the ninth broadcast season of Sesame Street, which began November 28th, 1977.

Press kits containing photographs, stories, background features and cast bios and credit lists were distributed to the working press of the nation, including local newspaper television editors and reviewers, national wire service and syndicate writers and editors, editorial staffs of national magazines and other media and to the public information staffs of the 272 Public Broadcasting Service stations that carry the series.

Public Affairs also is distributing summaries of the programs to station information and instructional TV staffs.

Special color mailings and black and white photo mailings, in addition to those contained in the press kits, were also made to major newspapers that print special week-end TV sections or who have a need for exclusive material, which is the case in metropolitan areas where more than one daily newspaper is published.

Press kit stories stressed pre-reading, health and pre-science teaching goals for the ninth season, the location shooting in Hawaii feature in mid-January shows and continuing positive portrayal of handicapped persons on the series.

The results continue to be equivalent to the publicity received for most shows premiering for their first season on commercial television -- continuing evidence of the media's warm feelings for CTW's educational programming.

Television Guide, the nation's largest ciruclation publication, devoted a two-page full color feature to the Sesame Street Hawaiian programs. Covers of a number of newspaper TV sections were also realized. While the Hawaiian features and pictures naturally drew much press attention, art on Linda Bove (of the Little Theatre of the Deaf), Molar Muppet (part of the hygiene curriculum), Pianist Ray Charles and Ernie's nephew Bart have also been prominently featured by newspapers across the country.

During this period, Public Affairs began to receive newspaper clippings resulting from the promotional mailings attending the October 17th beginning of The Electric Company's seventh broadcast season. Color and black and white art was used for circulation this fall and received a volume of pick-up by the nation's press almost as extensive as in the early years of the show.

Mail during this period continued to run heavily in favorable reaction to the series (15 to 1 in October 20 to 1 in November), the majority of them are still coming from the children themselves, it should be noted.

NEW HIRES AND TERMINATIONS FOR SESAME STREET AND THE ELECTRIC COMPANY INCLUDES PRODUCTION, RESEARCH, PUBLIC AFFAIRS AND COMMUNITY EDUCATION SERVICES FOR THE PERIOD 10/01/77 TO 12/31/77

NEW HIRES

NAME	TITLE	DEPARTMENT	EFFECTIVE DATE
Hyslop, Al	Producer	S/S Production	10/17/77
Rosenberg, Cathi	Production Asst.	S/S Production	09/14/77
Rothenberg, Marilyn	Dir. of Research for Children's Environment	Research (Theme Park)	12/09/77
Ventura, Daniel	Regional Administrator	Community Education Services	10/24/77

TERMINATIONS

NAME	TITLE	DEPARTMENT	EFFECTIVE DATE
Baylor, Jimmy	Asst. Stage Mgr.	S/S Production	10/14/77
Morrow, Paul	Asst. Coordinator	Community Education Services (South)	12/13/77

CHILDREN'S TELEVISION WORKSHOP
Summary Report on Product Activity
Pursuant to Article 18 (a) (ii) As in Effect Amended

In the quarter ending December 31, 1977, the CTW Products Group activities in product areas related to Sesame Street and The Electric Company included the following:

CTW Magazine Publishing

CTW continued to publish its two magazines, SESAME STREET MAGAZINE and THE ELECTRIC COMPANY MAGAZINE. The magazines were sold through subscriptions and, with Select Magazines, Inc. as our distributor, on newsstands. The November, December and winter special issues of SESAME STREET MAGAZINE and the November and December issues of THE ELECTRIC COMPANY MAGAZINE were published. These magazines have the same target audiences and curriculum goals as their respective shows.

THE ELECTRIC COMPANY GUIDE DITTO MASTER BOOK, an activity book for use by reading teachers in the classroom, continued to be offered for sale.

Domestic Licensing (including, for the most part, Canada)

In addition to agreements with Addison-Wesley, Guidance Associates, Milton Bradley and National Textbook for the production of various teaching aids designed exclusively for in-school use, CTW also had licenses in effect with others for educational toys, games, books and records, and ancillary products, as follows:

Licensee	Product
Addison-Wesley	supplementary reading materials for pre-reading and sentence comprehension
Avalon	art supplies

Bradley Time	watches, clocks
Burlington Domestics	bed linens, etc.
California Originals	cookie jars
Chatham Blanket	blankets
Collegeville Flag & Mfg.	costumes
Colorforms	games
Columbia Records	records
Demand Marketing	children's plate dishware
Distinguished Productions, Inc.	records
Drawing Board	greeting cards, stationery, other paper products
Fisher-Price	toys
Friends Industries	crafts
GHC Toy Company	hand puppets, toys
Gorham	figurines, cutlery and china
Grosset & Dunlap	books
Guidance Associates	filmstrips on reasoning, problem solving, emotions and interpersonal relationships
Ice Follies	live performance, related products
Jardine Matheson Ltd.	radios, phongraphs, electronic blackboards
Knickerbocker Toy Co.	stuffed dolls, toys
Marvel Comics	comic book series specially designed for slow readers
Me-Books	books
Milton Bradley	puzzles, games, activity bulletin boards for in-school use exclusively
National Textbook	Spanish language arts program

Newsweek	filmstrips
Owens-Illinois (Lily)	paper cups, plates, etc.
Pak-Well	writing tablets
J.C. Penney	children's clothing
Peter Pan Industries	records
Random House	books
Simon & Schuster	books
Synengistics	games
Vanity Fair	radio, phonograph, calculator walkie talkie, camera, cassette player
Vera	placemats
Western Publishing	books
Wilton Enterprise	children's kitchen toy sets

Foreign Licensing

CTW-licensed products similar to most of those mentioned above were available in one or more of the following areas:

Latin American, including Mexico

Europe, including Spain, Holland, Germany, Sweden, Ireland

Far East, including Japan, Australia, New Zealand

Africa and the Near-East

Other

In addition the Workshop during this quarter had contracts in effect with the Ice Follies and Judd Concert Bureau respectively for certain live ice-skating and symphony orchestra performances featuring SESAME STREET characters.

INTERNATIONAL

Foreign countries in which in the quarter ending December 31, 1977 SESAME STREET AND THE ELECTRIC COMPANY were broadcast in English and in which SESAME STREET was broadcast in one or more foreign language versions are:

	TEC	SS	Foreign Language SS
Australia	X*	X	
Bahamas		X	
Belgium			X
Bermuda		X	
Brazil			X
Brunei		X	
Canada	X	X	X
Chile			X
Colombia			X
Costa Rica			X
Cuba	X*	X*	
Diego Garcia	X*		
Ecuador			X
France			X
Germany	X*	X*	X
Greece	X*		
Greenland	X*		
Guatemala			X
Haiti		X	
Holland			X
Hong Kong	X	X	
Iceland	X*	X*	
Ireland	X	X	
Italy	X*	X*	
Japan	X*	X	
Korea	X*	X*	
Liberia		X*	
New Zealand		X	
Nicaragua			X
Northern Ireland		X	
Panama	X*	X*	
Philippines	X		
Puerto Rico		X*	
Saudi Arabia		X	
Singapore	X	X	
Spain	X*		X
St. Kitts		X	
Trinidad & Tobago		X	
Turkey	X*	X*	
United Kingdom	X	X	
Venezuela			X
Yugoslavia		X	
Zambia		X	

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*Armed Forces Radio and Television Services

OMB NO. 85-R0180

FINANCIAL STATUS REPORT	1. FEDERAL AGENCY AND ORGANIZATIONAL ELEMENT Department of Health, Education and Welfare Office of Education	2. FEDERAL GRANT NO. OR OTHER IDENTIFYING NO. Pending

3. NAME AND ADDRESS OF GRANTEE ORGANIZATION Children's Television Workshop One Lincoln Plaza New York, New York 10023	4. EMPLOYER IDENTIFICATION NO. 13-2655731	5. GRANTEE ACCOUNT NO. OR IDENTIFYING NO. N/A	6. FINAL REPORT ☐ YES ☒ NO	7. BASIS OF REPORT ☐ CASH ☒ ACCRUED EXPENDITURES
	8. PROJECT PERIOD (Month, Day, Year) FROM 1 | 1 | 77	TO Completion of Project	9. REPORT PERIOD (Month, Day, Year) FROM 10 | 1 | 77	TO 12 | 31 | 77

10. STATUS OF FUNDS	PROGRAMS - FUNCTIONS - ACTIVITIES						
	(1) Sesame Street IX	(2) The Electric Company	(3)	(4)	(5)	(6)	TOTAL
a. Total outlays previously reported	$ 1,837,600	$ 52,800					$ 1,890,400
b. Total program outlays this period	2,476,800	64,400					2,541,200
c. LESS: Program income credits	-	-					-
d. Net program outlays this period	2,476,800	64,400					2,541,200
e. Total program outlays to date	4,314,400	117,200					4,431,600
f. LESS: Non-Federal*share of program outlays	-	117,200					117,200
g. Total Federal*share of program outlays	4,314,400	-					4,314,400
h. Total unpaid obligations	-	-					-
i. LESS: Non-Federal share of unpaid obligations	-	-					-
j. Federal share of unpaid obligations	-	-					-
k. Total Federal*share of outlays and unpaid obligations	$ 4,314,400	$ -					$ 4,314,400
l. Total Federal funds authorized							
m. Unobligated balance of Federal funds							

11. INDIRECT EXPENSE: a. TYPE OF RATE (Mark box) ☐ PROVISIONAL ☐ FINAL ☐ PREDETERMINED ☐ FIXED N/A		12. REMARKS (Attach additional sheets if necessary) * Contract	13. Certification - I certify that to the best of my knowledge and belief this report is correct and complete and that all outlays and unpaid obligations are for the purpose set forth in the grant award documents.
b. RATE	c. BASE		NAME C.R. Harnett TITLE Associate Director of Finance TELEPHONE AREA CODE 212 NUMBER 595-3456 EXT.
d. TOTAL AMOUNT	e. FEDERAL SHARE		SIGNATURE OF AUTHORIZED OFFICIAL CR Harnett DATE REPORT IS SUBMITTED January 17, 1978

HEW-451T FINANCE-7/16/78-JAO

CERTIFICATION

SIGNATURE OF CONTRACT OFFICER

DATE

SIGNATURE OF PROJECT DIRECTOR

January 31st, 1978

DATE

APPENDICES

CES

Map of CES Regional Coverage

Agenda, CES Conference, Chicago, Illinois

Sesame Street Script Highlights

Down's Syndrome Congress CES presentation, letters

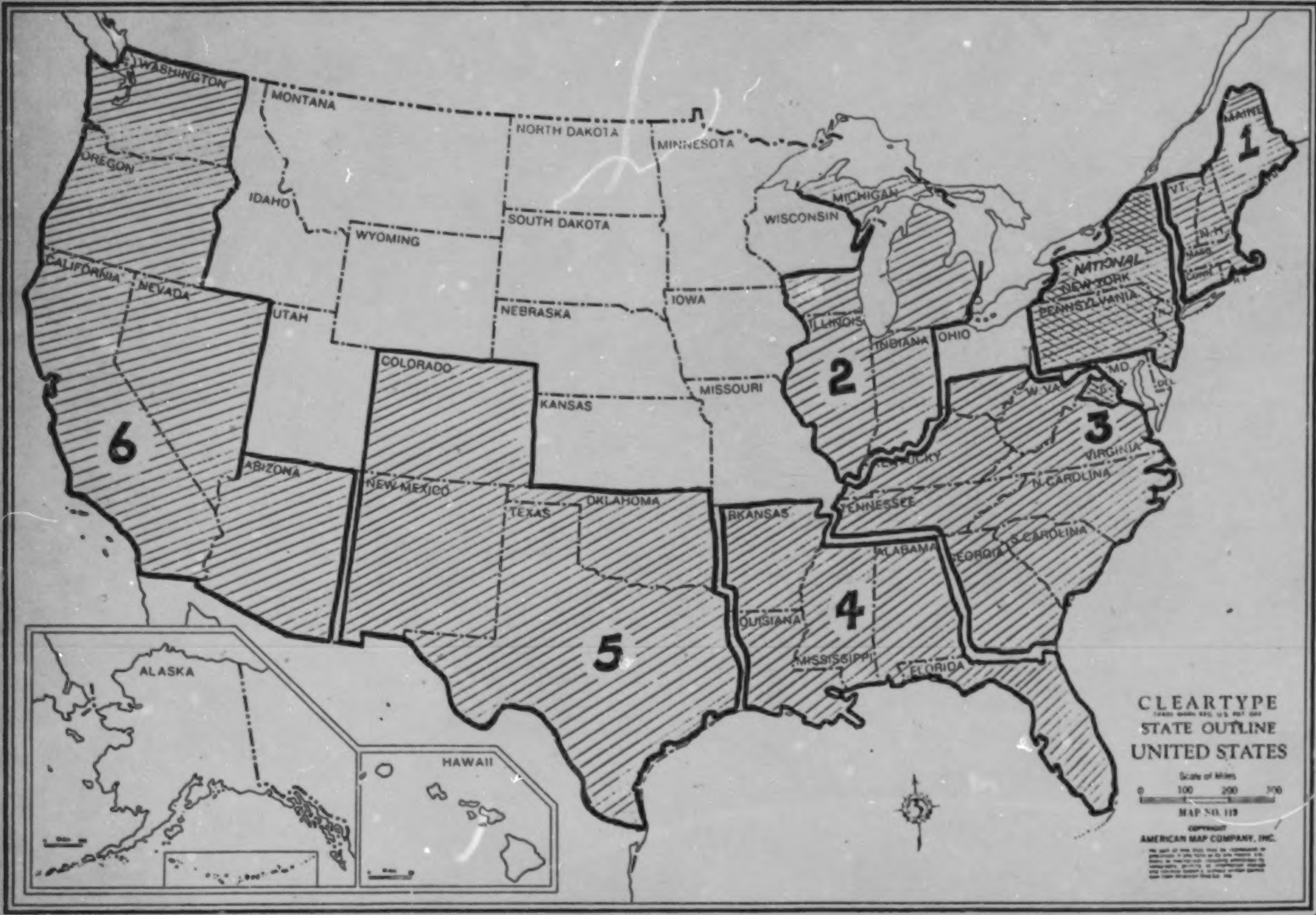
Clippings, Workshop/CES Southern office

Letter, Mercer Health Center

Public Affairs

Sample Sesame Street Press Clippings

Sample Electric Company Press Clippings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CONN.
R.I.
ALASKA
HAWAII

CES CONFERENCE

Chicago, Illinois

31 October - 4 November 1977

AGENDA

Monday, 31 October

Staff travel to conference site
Evening, 5:30-8:00 - Informal get together

Tuesday, 1 November

FOCUS: ADMINISTRATION AND RESOURCES

Morning 9:00-1:00

- Opening Remarks
- Conference Objectives
- Regional Administrators Forum
- Discussion of Financial Procedures and Management Information System

1:00-2:00 Lunch

Afternoon 2:00-6:30

- Business Affairs - G. Myers
- Personnel question and answer period - L. de Vries
- CES Resources
  - Portuguese Utilization film "Sesame Street ESTA TODA EN PARTE"
  - Sharing The Street
  - TEC Publications
  - Dissemination

CTW Staff - G. Myers, L. deVries

Wednesday, 2 November

FOCUS: CTW OVERVIEW AND CES REGIONAL PROGRAMS

Morning 9:00-12:00

- CTW Overview and Discussion - P. Firstenberg
- CES Regional Programs and Discussion
  - South, O. Shirley
  - Southwest, M. Greene

12:00-1:00 Lunch

Afternoon 1:00-6:00

- CTW Public Affairs Overview and Discussion - R. Hatch
- CES Regional Programs and Discussion
  - Far West, S. Lindsey
  - Appalachia, R. Bright
  - Northeast, G. Peters
  - Midwest, D. Ventura

CTW Staff: P. Firstenberg, D. Britt, R. Hatch

Thursday, 3 November

FOCUS: PROGRAMMING

Morning 9:00-12:00

- CTW Research Overview and Discussion - K. Mielke
  - Science Series
  - TEC Barriers Study
- CES Extension Services
  - Outreach Plans
  - Support to CES Regions

12:00-1:00 Lunch

Afternoon 1:00-6:00

- CTW Products Overview and Discussion - J. Neff
- Children with Special Needs
  - Demographics
  - Legislative Trends
  - Implications for CES Activities
  - Workshop Strategies
- Ideas for Effective Workshops

Evening 7:30 - 9:00 Dinner

CTW Staff: K. Mielke, J. Neff

Friday, 4 November

FOCUS: NEW PRODUCTIONS AND FUTURE CES PROGRAMS

Morning 9:00-1:00

- New Productions
  - Sesame Street Tenth Anniversary
  - Science Series
  - Simple Justice
  - Narnia Chronicles
  - Health Minutes
  - History Minutes
- CES/BOP Project Overview
- New Directions for CES
- Closing Remarks

CTW SESAME STREET

Script Highlights

Issue No. Eleven

February 6-10, 1978

About Sesame Street

COMMUNITY EDUCATION SERVICES:
IMPACT BEYOND THE SCREEN

Among the many elements which combine to make Children's Television Workshop unique in the field of educational television, is a national outreach effort conducted by the Community Education Services Division (CES) in support of CTW productions.

CES, formed early in the Workshop's history, worked to build a viewing audience for "Sesame Street" in neighborhoods unfamiliar with the existence and value of educational television programs. The Division's early activities included such simple but necessary steps, as securing television sets for day care facilities and teaching people how to tune to UHF channels.

Operating through a national office in New York and regional offices situated throughout the United States, CES builds an audience for CTW productions, especially among low-income and disadvantaged communities, increases opportunities for viewing and encourages parents and teachers to use the shows as educational resources at home and in the classroom.

Among other activities, CES conducts training workshops for parents, teachers and others working with children on methods of extending the lessons presented on the broadcasts, and develops print materials to reinforce the program's educational content.

Feb. 6th Show #1106

THE LETTER P - THE NUMBER 2

COUNTING: Snuffle-upagus counts the number of people on Sesame Street who can't see him
IMAGINATION: A girl picks up a stick and imagines she is a circus magician, a conductor and a baseball player
COUNTING: Grover counts forwards and backwards from 1 to 5
CAREER AWARENESS: Film about a carpenter
LETTER LABELLING AND RECOGNITION: "P"
BODY PARTS: Lily Tomlin does a cheer about parts of the body
LETTER LABELLING AND RECOGNITION: "P"

PRE-READING SKILLS: Headline Howie writes various headlines for a newspaper story about Snuffle-upagus
NUMBER RECOGNITION: 2 (3 segments)
COUNTING: Old King Cole calls for his pipe, his bowl, his fiddlers and his harmonica
WORD RECOGNITION: Sight word "EXIT" (2 segments)
RECITATION: The alphabet in sign language

RECITATION: The alphabet
COMBINING SKILLS: Two boys share a swing
MISCELLANEOUS: Dots change position, bounce away, disappear and reappear within a field of dots
NATURAL ENVIRONMENT: Alaina Reed takes some children to the Bronx Zoo to show them how various things grow
CONSEQUENT EVENTS: Ernie shares Bert's cookie
NATURAL ENVIRONMENT: Rhinoceros
RELATIONAL CONCEPT: In/out (2 segments)

RELATIONAL CONCEPT: In/out
LETTER LABELLING AND RECOGNITION: "P"
NEIGHBORHOOD ENVIRONMENT: Song "My Street"
WORD RECOGNITION: Sight word "EXIT"
SOUND IDENTIFICATION: A customer at a restaurant orders a chicken sandwich by making chicken sounds
CHILD AND HIS POWERS: Maria gives David a present
NATURAL ENVIRONMENT: A film about butterflies
LETTER LABELLING AND RECOGNITION: "P"

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Feb. 7th Show #1107

THE LETTERS A AND P - THE NUMBER 3

SUBRTRACTION: Oscar wants to get rid of some old tin cans
DIFFERENT USES FOR AN OBJECT: A pot
PEOPLE IN THE NEIGHBORHOD: Fireman
CHILD AND HIS POWERS: Song "Cry"
CHILD AND HIS POWERS: A child imagines that he can become various animals
LETTER LABELLING AND RECOGNITION: "A" (2 segments)
NUMBER MATCHING: 3
MISCELLANEOUS: Big Bird wants to be President of the United States

LETTER LABELLING AND RECOGNITION: "A"
MISCELLANEOUS: Big Bird runs for President
WORD RECOGNITION: Spanish sight word "CASA" (house)
PUTTING SPEECH SOUNDS TOGETHER: Fo-od
WORD RECOGNITION: Spanish sight word "CASA" (house)
NUMBER RECOGNITION: 3
RECITATION: The alphabet
COUNTING: 1 to 5
RELATIONAL CONCEPT: Front/back (2 segments)

MAN-MADE ENVIRONMENT: A playground
CLASSIFICATION BY SIZE: Big Bird buttons
RELATIONAL CONCEPT: Front/back (3 segments)
NATURAL ENVIRONMENT: The African hippopotamus
LETTER LABELLING AND RECOGNITION: "A" (3 segments)
HOME ENVIRONMENT: Kermit introduces "The Invisible Man"
COOPERATION: Two men decide to row a boat together
NATURAL ENVIRONMENT: Several children find a wheel and place it on a wagon
MISCELLANEOUS: Song "I Get A Nice Feeling"

LETTER LABELLING AND RECOGNITION: "P"
CONSEQUENT EVENTS: The Count sleeps at Bert and Ernie's (Part I)
LETTER LABELLING AND RECOGNITION: "P"
CONSEQUENT EVENTS: The Count sleeps at Bert and Ernie's (Part II)
HEALTH PRACTICES: Oral hygience
NATURAL ENVIORNMENT: Wolves
EMOTIONS: A goat sings about being mad
LETTER LABELLING AND RECOGNITION: "A"

Feb. 8th Show #1108

THE LETTERS N AND L - THE NUMBER 5

REASONING AND PROBLEM SOLVING: Snuffleupagus creates a storm
USING GRADUALLY GIVEN CLUES: Giraffe
MISCELLANEOUS: The Mummenschanz Theatre Company pantomimes a "slinky"
LETTER LABELLING AND RECOGNITION: "N"
NATURAL ENVIORNMENT: Monkeys
MISCELLANEOUS: The Mummenschanz Theatre Company pantomimes a monkey
EXERCISE: Playing volleyball

NATURAL ENVIORNMENT: A carrot
IMAGINATION: Imaginary hold up
LETTER LABELLING AND RECOGNITION: "N"
MISCELLANEOUS: The Mummenschanz Theatre Company pantomimes various faces
LETTER LABELLING AND RECOGNITION: "N"
DIFFERENT POINTS OF VIEW: Mirror game
WORD RECOGNITION: Sight word "ME"
WORD RECOGNITION: Sight word "BUS"
MAN-MADE ENVIRONMENT: Film about making pizza

NATURAL ENVIRONMENT: Monkey sounds
WORD RECOGNITION: Sight word "ME"
NATURAL ENVIRONMENT: The frog
MISCELLANEOUS: The Mummenshcanz Theatre Company pantomimes a frog
USING GRADUALLY GIVEN CLUES: Oscar swims in his trashcan
RELATIONAL CONCEPT: Here/there (3 segments)
COUNTING: 1 to 10
LETTER LABELLING AND RECOGNITION: "N"
PUTTING SPEECH SOUNDS TOGETHER: The "AT" "ED" and "ALL" families
LETTER LABELLING AND RECOGNITION: "N"
MISCELLANEOUS: The Mummenschanz Theatre Company pantomimes a head and a tail
CHILD AND HIS POWERS: Herry is bored
NUMBER RECOGNITION: 5 (2 segments)

MISCELLANEOUS: The Mummenschanz Theatre Company pantomimes a clam
LETTER LABELLING AND RECOGNITION: "l"
NUMBER MATCHING: 11
EMOTIONS: Love
LETTER LABELLING AND RECOGNITION: "L"
NATURAL ENVIRONMENT: The kayak
MISCELLANEOUS: The Mummenschanz Theatre Company pantomimes a fly
RECITATION: The alphabet
LETTER LABELLING AND RECOGNITION: "N"
MISCELLANEOUS: Big Bird is sick

*Printing deadlines for **Sesame Street Script Highlights** precede the final editing of the programs. For that reason, an occasional segment listed may not be included or may appear in a different location in the broadcast.

Feb. 9th Show #1109

THE LETTERS E AND R THE NUMBER 7

USING GRADUALLY GIVEN CLUES: Mr. Hooper goes to the hospital for a check-up
LETTER SOUNDS: F, L, M, R, N, S, V
NATURAL ENVIRONMENT: Horses
HEALTH PRACTICES: A song about brushing your teeth
LETTER LABELLING AND RECOGNITION: "E"
SOCIAL INTERACTION: Mr.Hooper finds a new friend at the hospital
LETTER LABELLING AND RECOGNITION: "E"
NUMBER RECOGNITION: Ernie bakes seven cupcakes

ADDITION: 2 + 1 = 3
GEOMETRIC FORMS: Triangle
WORD RECOGNITION: Spanish sight word "SALIDA" (exit) (3 segments)
PUTTING SPEECH SOUNDS TOGETHER: Kermit helps Don Music find rhyming words
REASONING AND PROBLEM SOLVING: A man moves his house
CLASSIFICATION BY FORM: A group picture
NUMBER RECOGNITION: 7 (2 segments)
BODY PARTS: A nose

BODY PARTS: Bob helps Jason understand the parts of the body
CITY AND COUNTRY: A man is so busy talking that he misses his destination
BODY PARTS: Bert's face
LETTER LABELLING AND RECOGNITION: "E"
MAN-MADE ENVIRONMENT: A wrench
LETTER LABELLING AND RECOGNITION: "E"
MAN-MADE ENVIRONMENT: Scissors
RELATIONAL CONCEPT: Heavy/Light
MISCELLANEOUS: Ray Charles sings "I Got a Song"
COUNTING FORWARDS AND BACKWARDS: 1 to 5
COUNTING: 11 to 20
LETTER LABELLING AND RECOGNITION "R"
VISUAL MATCHING: Mr. Hooper makes a phone call from the hospital to check on how things are going at his store
ADDITION: 4 + 1 = 5

RELATIONAL CONCEPT: Heavy/Light (2 segments)
PEOPLE IN YOUR NEIGHBORHOOD: Veterinarian and taxi driver
LETTER LABELLING AND RECOGNITION: "R"
NATURAL ENVIRONMENT: Flowers
LETTER SOUND: "E"
RELATIONAL CONCEPT: Heavy/Light
NATURAL ENVIRONMENT: Woodpecker

Feb. 10th Show #1110

THE LETTERS X AND Y - THE NUMBER 4

EMOTIONS: Luis yells at Herry
PRIDE: Boys pretend to be Indians
SOCIAL ATTITUDES: Luis apologizes to Herry for having yelled at him
RELATIONAL CONCEPT: Slow
RELATIONAL CONCEPT: Fast/slow
PART/WHOLE RELATIONSHIP: The parts of a picture of a boy are put together
NUMBER RECOGNITION: 4
MISCELLANEOUS: Judy Collins sings "Without Reason"

WORD RECOGNITION: Sight word "NO"
PRECEDING EVENTS: Big Bird tells David to be careful on a ladder
REASONING AND PROBLEM SOLVING: A little boy is too short to reach a water fountain
REASONING AND PROBLEM SOLVING: Bert wears winter clothes to the beach
CAREER AWARENESS: Various occupations
WORD RECOGNITION: Sight word "NO"
NATURAL ENVIRONMENT: The cow-dog
MISCELLANEOUS: "The working dog"
PUTTING SPEECH SOUNDS TOGETHER: H-ug
LETTER LABELLING AND RECOGNITION: "X"
SIGHT PHRASE RECOGNITION: "ONE WAY"
LETTER LABELLING AND RECOGNITION: "X" (2 segments)

ECOLOGY: Oscar recycles his trash
LETTER LABELLING AND RECOGNITION: "X"
SORTING BY SIZE: Barbells
WORD RECOGNITION: Sight word "NO"
NATURAL ENVIRONMENT: Gardening
LETTER LABELLING AND RECOGNITION: "X" (2 segments)
MAN-MADE ENVIRONMENT: Chinese noodles
SUBTRACTION: George Washington cuts down cherry trees
COUNTING: 1 to 4
SELF AWARENESS: Song "Can Do"
LETTER LABELLING AND RECOGNITION: "Y"

RELATIONAL CONCEPT: Fast/slow
NUMBER LABELLING AND RECOGNITION: 4 (2 segments)
DIVIDING UP WORK: Big Bird needs help
MISCELLANEOUS: A dot
NATURAL ENVIRONMENT: Elephants
MISCELLANEOUS: A hand with a feather pen draws a guitar
RECITATATION: The alphabet
LETTER LABELLING AND RECOGNITION: "Y"

Sesame Street Special Activities Section

On Wednesday, February 8th, Show #1108, you will see some very special guest stars on Sesame Street - the Mummenschanz Theatre Company. These guests appear seven times throughout the show (see your Script Highlights for that day). Your children's (and your) imagination will be opened and excitement generated as you see three performers in their masks and costumes pretend to be a slinky, monkey, a frog, a head and tail, a clam, a fly and portray various facial expressions.

Something else that you will see is FUN. The children who are on the set are laughing, playing and interacting enthusiastically with the guest performers. Just as your children will probably react, you can hear voices of children say "What in the world is that?" What's happening is that children's minds are active - and they are enjoying this activity. They are enjoying learning.

This Special Activities Section is written to tell you about the "Mummenschanz" segments in greater depth and to give you suggestions for extending the fun and learning through related activities.

- Slinky: This performer is inside a long tube with an opening on both ends and resembles a "slinky" toy. Then -
  - a large balloon is propped on top of one opening and the children play catch with it
  - it wiggles over a platform until it is upside down
  - it makes the shape of a circle

  Now you can:
  - ask the children what else the slinky looks like - for example, a periscope, a big pipe, a snake, etc.
  - get a large cardboard tube (from a factory or store selling large bolts of material) and have the children experiment rolling around in it, wiggling through it, etc.
  - use smaller cardboard tubes (e.g., paper towel) and play catch with a ball or balloon. Have the children try to land the balloon on top of the tube and then throw it up in the air again.

- Faces: In this segment, the performer is wearing a square box over his head. Then -
  - pieces of yarn are used to make a facial expression on the box
  - he pulls off the yarn and then slowly, shows the children on the set how he makes eyes and a mouth
  - the children take turns "remaking" the face

  Now you can:
  - have the children make various facial expressions with yarn on pieces of cardboard or construction paper. They can glue the yarn on the paper and then frame and hand their pictures.
  - make faces with other "scrap" materials, for example, buttons, rubber bands, etc.

The segments performed by the Mummenschanz Theatre lend themselves to many creative activities as well as discussions about who and what the actors are representing. After viewing this show, children can play similar "pretend" games using masks, sheets and other homemade costumes.

PRETENDING IS FUN. AND ONE OF THE BEST THINGS ABOUT PRETENDING IS THAT YOUR IMAGINATION IS LIMITLESS.

S
C
Down's Syndrome Congress
AFFILIATE OF NARC
529 S. KENILWORTH, OAK PARK, ILLINOIS 60304 (312) 386-5346
A NATIONAL ORGANIZATION OF PARENTS AND PROFESSIONALS CONCERNED WITH DOWN'S SYNDROME

October, 1977

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Children's Television Workshop
1 Lincoln Plaza
New York, N.Y. 10023

Attn: Ms. Barbara Koluchi

Dear Ms. Koluchi:

It gives me great pleasure to inform you that Children's Television Workshop has been selected by the Down's Syndrome Congress to receive the

1977 Positive Impact Award

This award will be given in grateful appreciation for the sensitive and positive presentation of individuals with Down's syndrome in age appropriate situations. The Children's Television Workshop in the production of Sesame Street provides a model for acceptance of Children with Down's syndrome in the community.

We hope that you can designate someone to act in your behalf at the Awards Luncheon of the Down's Syndrome Congress on Saturday, November 5 at the Grand Hotel, New Orleans.

Sincerely,

Lucille Msall

Lucille Msall

NOT FOR PROFIT • NON SECTARIAN ORGANIZATION

(4)

Down's Syndrome Congress
AFFILIATE OF NARC
529 S. KENILWORTH, OAK PARK, ILLINOIS 60304
A NATIONAL ORGANIZATION OF PARENTS AND PROFESSIONALS CONCERNED WITH DOWN'S SYNDROME

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EDITORS—
Down's Syndrome News
DIANE CRUTCHER
Normal, Illinois
PENNY SCHIMPLER
Normal, Illinois

November 11, 1977

Dear Barbara:

As program chairman and as past president of the Down's Syndrome Congress, I would like to express my gratitude and appreciation for your outstanding presentation at the 5th Annual Convention of the Down's Syndrome Congress in New Orleans. Your contribution helped make this convention a successful event.

Again, thank you so much.

Sincerely yours,

Sig

S. M. Pueschel, M.D.

N.B. Please be sure that you send an abstract of your presentation to Penny Schimpler, 706 S. Bunn Street, Bloomington, Illinois 61701, by November 15th, if at all possible. Also be sure to send a copy of your entire talk to Sharon Shimizu, Editor, SHARING OUR CARING, P.O. Box 196, Milton, Washington 98354. If you have already done so, please disregard this notice.

SMP/lc

NOT FOR PROFIT • NON SECTARIAN ORGANIZATION

SHARING THE STREET WITH CHILDREN WITH DOWN'S SYNDROME

Sesame Street's potential for positively affecting the lives of children with developmental special needs continues to gain a growing public awareness. This potential can be broken down into at least three major areas: 1) educational 2) attitudinal 3) extending the impact of the show via reinforcement activities.

For the past two years, Children's Television Workshop has produced segments including children with mental retardation, a majority of these children having Down's Syndrome. A research study conducted after the first year yielded many interesting results. Children with mental retardation were attentive to segments on Sesame Street - some of the segments with the highest rating were those with lively and abundant visual and auditory stimulation. Comprehension tests indicated that, in most cases, children were able to understand and/or model what occured in the "Play To Grow" segments.

In addition to the segments which include children with mental retardation, the entire Sesame Street show has educational potential, as the curriculum goals of the show are comparable to skills and concepts taught to ALL children. Some examples include body parts and functions, imagination, matching, sight words and relational concepts.

Attitudinally, Sesame Street has great potential as a tool to prevent negative sterotypic attitudes and myths about persons with developmental special needs. Upon showing segments which included children with mental retardation and physical disabilities to a group of second graders, no prejudices were detected. By presenting people with various abilities and limitations on Sesame Street, all viewers – children with special needs, siblings, neighbors and parents-to-be can become more aware and appreciative of the diversity within the human condition.

The Community Education Services Division of Children's Television Workshop is dedicated to increasing the impact of Sesame Street by providing show-related supplementary resources to adults who are working with children. Available materials provide ideas and activities for adult interaction prior, during and after the broadcast. Our goal is to assist both children and adults in becoming active, not passive, viewers and to help you better understand the show that you can transfer this knowledge into practical activities. We are the connecting link between our productions and you.

Finally, we welcome any thought or comments you have with regards to our programming and materials. We thank you for your input in the past and for this opportunity to share with you how we at Children's Television Workshop "Share The Street".

Barbara Kolucki
Special Education Coordinator
Children's Television Workshop

Sec. 4—Pg. 10 The Times-Picayune Friday, November 11, 1977

'Sesame St.' Workshop

The Children's Television Workshop (CTW) — producers of "Sesame Street," "Electric Company" and "The Best of Families" — has sent their regional advisor, Mrs. Ollie Shirley, to New Orleans for a parents' workshop Friday, 9:30 a.m. to noon, at Adolph Meyer Elementary School, 2013 General Meyer Ave.

Mrs. Shirley will present a film, "After the Show," which will explain the goals and concepts of "Sesame Street." After the movie, Mrs. Shirley will demonstrate how simple games and devices can be used with children to supplement school instruction.

Parents from five West Bank public schools — Meyer, Belleville, Schwarz, Fischer and Henderson — have been invited.

The program is sponsored by the School Volunteer Services Unit of the Department of Informational and Community Services of the New Orleans Public Schools. The public school system offers workshops for parents, though this is the first time ideas related to "Sesame Street" have been offered.

METRO AREA Northwest
Thursday, December 1, 1977 Wednesday, November 30, 1977
The Clarion-Ledger JACKSON DAILY NEWS

'Sesame Street' Workshops Help Bolster Lessons

By JESSICA YOUNGER
Metro Staff Writer

Ollye Shirley is very familiar with "Cookie Monster," "Big Bird," "Oscar the Grouch" and all the other characters who live on "Sesame Street" — the popular and educational children's television show.

She ought to be. She's worked in close cooperation with them for almost seven years.

Shirley is an administrator for the community educational services division of the Children's Television Workshop, the company that produces ' "Sesame Street" and "The Electric Company." Her office at 2875 Delta Drive is one of six in the United States and covers the states of Alabama, Louisiana, Arkansas and Mississippi.

"WE HOLD workshops for parents and teachers to help them learn how to reinforce the things children learn on 'Sesame Street' and 'The Electric Company,'" Shirley said. "I guess we've done hundreds of workshops all over our four-state area since the office was opened in 1971.

"We do workshops for any group of people — usually parents or teachers — who want to learn how to reinforce the 'Sesame Street' and 'Electric Company' goals'" she continued. "Sometimes we contact the schools or parent groups and sometimes they call us and request the workshop."

"Sesame Street" — aimed at pre-schoolers — teaches children about reasoning and problem solving, pre-reading and pre-mathematic skills, recognizing different emotions and basic health and hygiene practices.

Now in its ninth season, "Sesame Street" airs on Mississippi ETV daily at 4:30 p.m. and Monday, Wednesday and Friday at 11:30 a.m. "The Electric Company," aimed at second-, third- and fourth-graders, is designed to change children's attitudes about reading and make them aware of the importance of knowing how to read, Shirley said.

"THE ELECTRIC COMPANY" is now in its sixth season and is shown daily at 10 a.m. and 1:30 p.m. on ETV. There is no connection between CTW and Mississippi ETV except that the CTW programs are aired on Mississippi ETV, Shirley said.

Staff Photo by Russ Smith

Shirley works with the "Sesame Street" crowd.

□ Workshop

Continued from Page 1

The stars of "Sesame Street" and "The Electric Company" are still not as well known to everyone as they are to the CTW staff. A friend of the CTW staffers made a reproduction of "Oscar the Grouch," a furry creature who lives in a garbage can and spends his day collecting junk.

Some uninformed person saw "Oscar" in his full-size garbage can and put him outside to be collected with the other trash, Shirley said. "Luckily we rescued him before the garbage men came."

The workshops are geared toward educating parents and teachers but the CTW staff also trys to entertain their audience. Linda Lehner, her kindergarten class at Powell Elementary School and their parents participated in one of the workshops presented by CTW staffer Paul Morrow.

"Mr. Morrow explained the importance of parents being the number one teacher in their children's lives," Lehner said. He stressed the importance of recognizing this responsibility."

THE HIGHLIGHT of the workshop was a puppet show Morrow did using the "Sesame Street" puppets.

"The kids went berserk and pretty soon they were shouting out the answers to the questions 'Big Bird' asked," Lehner said. "The parents were just as excited as the kids were."

"'Sesame Street' exposes children to introductory verbal and mathematic skills like letter and number recognition," she said. "They are also given different situations and taught to think about what they would do in that situation.

"It's an important part of preparing a child for school."

THE RESEARCH DIVISION of CTW has found that children who watch "Sesame Street" with adults learn more than children who watch alone, Shirley said. "That's why we stress adult participation so much.

"The other divisions of CTW — like research, public information and production — consider community educational services as very important," Shirley said. "So now they are letting us try new ideas with our contacts and get some feedback. It gives them a good idea how the general public will react to something new."

The Jackson CTW office is involved in another project, scheduled to start in late November. VISTA (Volunteers in Service To America) volunteer Cora Johnson who works with the CTW staff is setting up a group of "power stations" — reading clubs designed to strengthen reading skills learned on "The Electric Company."

"WE'LL PAY college students to work with a group of children at a YMCA, community center or school," Shirley said. "They will encourage the children to do something that interests them — maybe putting out a newspaper or writing short stories."

"Sesame Street" and "The Electric Company" have been financed by the U.S. Department of Health, Education and Welfare and private foundation grants," Shirley said. "CTW now is trying to become financially independent," she said. "The money from sales of 'Sesame Street' toys is going back into television production."

In October, CTW aired a new adult series, "The Best of Families," financed by CTW money. The series tells the story of three New York city families at the turn of the century and is shown at 7:30 p.m. Saturdays on ETV.

■See Workshop, Page 8

APPALACHIAN
OH
OPERATION HEALTH

MERCER HEALTH CENTER
Route 2, Box 382
Bluefield, W. Va. 24701

December 7, 1977

Mr. Rob Bright
Children's Television Workshop
St. Paul, Virginia 24283

Dear Mr. Bright:

On behalf of the Child and Youth Program and the other Programs of the Southern West Virginia Regional Health Council, I would like to thank you and the Children's Television Workshop for your contributions of materials from Sesame Street and your helpful advice. Sesame Street has become a large and very important part of our clinic here at Mercer and is also being used at smaller clinics in Northfork and War, West Virginia.

Many of our children who come to clinic have never owned a book, and they really enjoy and benefit from the Sesame Street and Electric Company magazines. The muppets and calanders are also enjoyed tremendously. As you saw when you were here last visit the clinic has gone Sesame Street. Our halls, examination rooms, immunization room and lab where oft times painful procedures are carried out, are decorated with the bright colors, and friendly, familiar faces of Bert, Earnie, Cookie Monster and Big Bird. This usually distracts the child or puts him at ease. The material in the magazines and calenders is often used to help assess a child's comprehension, ability to recognize colors, numbers and animals. The children also seem to enjoy being able to point out a picture they recognize to the staff and parents.

We have written to you before thanking you for your help and attempting to explain how much our children enjoy the materials, and how much we enjoy and appreciate being able to use them.

I hope we will be able to maintain a close association with the Children's Television Workshop and you as Sesame Street is an important and pleasant part of our clinic.

Sincerely,

Laura J. Nuce

Laura J. Nuce, M.A.
Administrator
Child and Youth Program

LJN/fb

NEWS
NEWS
NEWS
CHILDREN'S TELEVISION WORKSHOP

January 24, 1978

Here is a sampling of press coverage attending the opening of SESAME STREET'S 1977-78 season. It also includes initial coverage of the Hawaiian location broadcasts scheduled for airing the week of January 16-20.

Bob Hatch
Bob Hatch

The Cleveland Press
CLEVELAND, OHIO
D. 332,358

NOV 10 1977

The Miracle on Sesame Street

By Bill Barrett

Sesame Street starts its new programs on PBS and Channel 25 here Monday morning, Nov. 28—its ninth year of teaching the little ones how to read and count and live.

It must be doing something right because it has been around longer now than any of the prime-time evening commercial TV series except Carol Burnett, Disney and Hawaii Five-O.

Pretty soon now the little kids who saw it begin back in 1969 will have children on their own watching it.

So what's new on Sesame Street this year?

Well, a new Muppet named Tooth, for one thing. And learning to eat good things like apples. And the sounds the letters of the alphabet make. And a trip to Hawaii.

What makes Sesame Street a nice place to visit, though, are the old friends who live there. They'll all be back.

BIG BIRD and OSCAR: Carroll Spinney has played the roles since the series began—the most famous bird in the world and the most cantankerous critter who ever lived.

MR. HOOPER: The crusty candy-store man is Will Lee, a veteran of 45 years of acting, who has played the role since the show began.

BOB: The Pied Piper of the neighborhood is known to his young fans as "Bob Sesame Street." Actually he is Bob McGrath, and he is especially proud that the recognition comes from black kids and white kids both.

SUSAN: Loretta Long has lived on Seasame Street since the start, too.

And the others, of course—Linda Bove who plays Linda, the deaf actress and who is teaching children to "sign" in finger talk; Norman J. Calloway who plays David; Roscoe Orman who is Gordon and Alaina Reed who plays his sister, Olivia; Buffy Sainte-Marie Wolfchild who appears as Buffy, writing songs and singing them.

These performers are among the most recognized in the world, thanks to Sesame Street.

The show is seen in more than 40 nations or territories now—sometimes in foreign-language counterpart productions, sometimes in the U.S. episodes dubbed into the local language.

They're known in Italy where the Cookie Monster is Pasticcino and in France where Big Bird is called Toccata. In Germany "Sesamstrasse" has a new puppet called "Samson." In Kuwait an Arabian Sesame Street is being developed.

The basic goal of this remarkable series which changed the course of children's TV remains the same today as it was when Sesame Street began: "To help prepare preschool children for the transition from the home environment to school by teaching basic cognitive skills. . ."

Background and publicity material from the producer of the series, Children's Television Workshop (CTW), abounds with such technical talk. Fortunately it doesn't happen at all in the on-air material.

Thus, animated cartoons will act out and sound out the way a letter sounds, a challenge which the CTW research people include among "higher-order reading skills such as verbal blending."

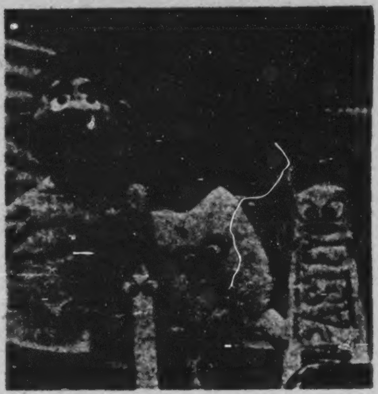
And Big Bird will discover that apples taste good in a lesson on "the basic principles of nutrition through positive modeling."

And the Sesame Street cast will tape a number of episodes in Hawaii "to expand on the series' goal of cultural diversity."

The techniques, shrouded as they are in such gobbledygook off-camera, are almost universally regarded now as valid. Sesame Street is still challenged occasionally by educators, but there is no denying the record:

Millions of children, many of them culturally and economically disadvantaged, have learned to read and write and count from this television program. Best of all, they have learned from it something good about the world in which they will soon be functioning.

Sesame Street is seen daily on 272 PBS stations in the U.S. Among them is Channel 25 where it is aired Mondays through Fridays at 11:30 a.m., Mondays through Saturdays at 4 p.m. and Sundays at 8 and 10 a.m.

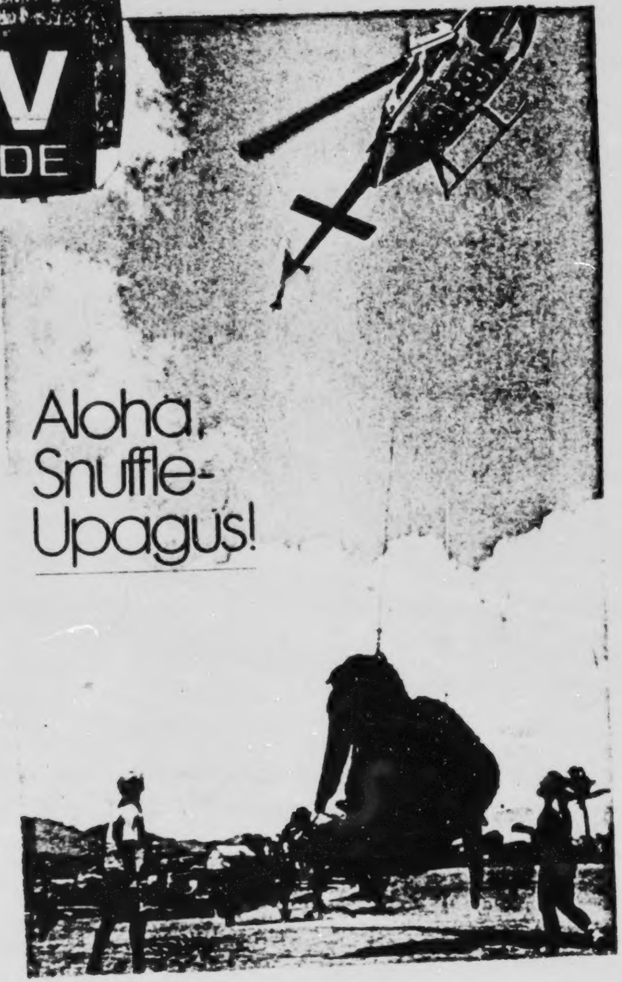


MOLAR MUPPET — Sesame Street will go in for health advice this season, utilizing such folk as Molar Muppet checking in with his friendly dentist.

> *"Millions of children, many of them culturally and economically disadvantaged, have learned to read and write and count from this television program."*

TV GUIDE

Aloha, Snuffle-Upagus!



As any preschooler can tell you, one of the best-liked guest hosts on PBS's *Sesame Street* is Buffy Sainte-Marie, the American Indian folksinger. She first appeared on the show about two years ago and has been invited back to the New York neighborhood many times since. After all those appearances, Buffy decided to return the favor by inviting the Sesame Street gang to visit *her* neighborhood—which happens to be located on the beautiful Hawaiian island of Kauai, 5000 miles away. So everybody piled happily onto a plane and flew to Hawaii. Well, almost everybody. It seems that Snuffle-Upagus, the furry Muppet mastodon, was too big to fit on the plane. So he makes his grand if lugubrious entrance (left) by helicopter. Snuffy is normally operated by two people inside, but for that stunt he was filled with two meteorological balloons and held aloft by a net from a local fishing boat. After a round of warm alohas, Snuffy stands dolefully by (below right) while stage manager Chet O'Brien (on ladder) and set decorator Nat Mongiol check him out for the camera. The week's-worth of episodes, which will be seen on PBS stations Jan. 16-20, feature a songfest and sumptuous luau at Buffy's farm, above right, attended by (right to left) Buffy, Bob McGrath, Will Lee (Mr. Hooper), Big Bird, Sonia Manzano (Maria), Alaina Reed (Olivia), and, of course, Oscar the Grouch, who looks as if he'd prefer his usual habitat—a nice cozy garbage can—to sit this hula hoopla.

TV GUIDE JANUARY 7, 1978

3.

The Washington Star

TV THIS WEEK

JANUARY 15 • JANUARY 21

INSIDE
PERSONALI
ON PARAD

"Sesame Street" goes to Hawaii

(continued)

4

Washington Star, Jan. 15, 1978

Sesame Muppets Try the Hula On Hawaii Visit

By Ruth Dean

Washington Star Staff Writer

Big Bird and Snuffle-Upagus dancing the Kaholo, the Umi, and the Kahela!

If you're a Sesame Street aficionado, that declaration needs merely a half-translation — the dances are Hawaiian hulas.

And yes, if you're watching our over-size friends during the next five days, beginning tomorrow at 9 a.m. on WETA-26 (and repeating again at 4 p.m. on WETA-26 and WAPB-22), you'll not only see them *learning* these artful hula steps, but the rest of the cast enjoying a Hawaiian holiday on the colorful garden island of Kauai.

Television's largest fantasy character, Snuffle-Upagus, makes the trip with Big Bird, Oscar the Grouch, Mr. Hooper (Will Lee), Maria (Sonia Manzzano), Bob (Bob McGrath) and Olivia (Alaina Reed).

Their hostess is singer Buffy Sainte-Marie, a regular on the show, who lives on Kauai with her husband, Sheldon Wolfchild, and their son Dakota ("Cody") Starblanket, who made his TV debut last year as a sibling rival to Big Bird. A luau celebrating Cody's first birthday climaxes the five-episode Hawaiian adventure. Highlights include underground cooking of a Kalua pig for the main course, and the feast itself.

Children's Television Workshop, which produces Sesame Street, has packed a lot of adventure, history and culture into these five days, which WETA will air again in its customary "repeat" segments at 8 a.m. Saturday, at 8 and 10 a.m. Sunday, and at 10 a.m. the following week, Monday through Friday.

This marks the second time that CTW — now in its ninth season with Sesame Street and operating at about a $5 million annual budget level — has gone on location with the Sesame Street company. The success of its first sortie away from its New York studios two seasons ago — a visit to a Spanish-speaking family in New Mexico — paved the way for the Hawaiian production, which a CTW spokesman thinks "eventually will pay for itself" when educational material left over from this week's filming is interspersed into subsequent programs.

Many Hawaiian children took part in this production — five of them direct descendants of King Kaukualii, last reigning monarch of Kauai, and famed King Kamehameha, who ruled the island until his death in 1819. By coincidence, the programs air during the 200th anniversary of Capt. James Cook's landing in Hawaii, but most of the segments deal with the ancient and modern lore and traditions of the islands.

The Sesame Street characters stay in a teepee at Buffy's place, but much of their time is spent with her neighbors, the Mahaukis. The father, Samson, is a fireman and a part-time rancher and fisherman who is described as "kamaaina," or respected old timer on the island.

A noted Hawaiian teacher, Winona Beamer, and her musician sons, Keola and Kapona, entertain with Hawaiian stories and songs.

Oscar the Grouch and Buffy Sainte-Marie in Hawaii with the Sesame Street cast.

INSIDE TV THIS WEEK

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This Week's Movies...........20-21
Baltimore Programs.............22

NEWS-FREE PRESS
CHATTANOOGA, TENN.
D. 60,450 SUN. 60,013

NOV 20 1977

Evening Independent
ST. PETERSBURG, FLA.
D. 33,200

NOV 28 1977

LOWELL, MASS.
SUN
D. 49,000 S. 39,500

NOV 13 1977

The big one

Big Bird, of Channel 2's "Sesame Street" educational series, repays singer Buffy St.Marie's visit to the show by dropping in on Buffy's Hawaiian home. Both are hosts for the series whose new season starts Nov. 28. Hawaii-based segments will be among several new curriculum and production elements.

Schenectady Gazette
SCHENECTADY, N. Y.
D. 63,283

NOV 26 1977

WELCOME TO HAWAII – Big Bird repays singer Buffy St. Marie's visit by dropping in at home in Hawaii this season on "Sesame Street," weekdays at 9 and 4 on Channel 17.

6

From 'Sesame Street' To Hawaii

Big Bird Learns the Hula

If kids know that "Sesame Street" is good for them, they don't seem to mind. The show begins its ninth season this week and can be proud of its very real accomplishments in the field of children's programming.

Anthropologist Margaret Mead has said that "'Sesame Street' is the most responsible program that has been developed for children as a way of introducing them to some of the basic tools necessary for the attainment of literacy. Just as children can readily distinguish a toy – that is, something that is specifically designed for them – they also realize immediately that this is a program for them."

There will be some changes this year, not of kind, but of degree: the format of the show will be expanded to include pre-reading skills, simple health practices, and pre-science. Researchers at the Children's Television Workshop feel the show has been successful in teaching its pre-school audience the names and shapes of letters, and that the group is now ready to learn the sounds the letters make, verbal blending and sight words and phrases.

Health practices will be taught by people and muppets both. Cookie Monster has always had crumbs in his fur, but this year Big Bird will learn to like apples. 'Why are grownups always telling you to try new things?" Big Bird protests, but one taste leads to his eating the whole apple.

The pre-science part of the show will try to introduce the children to scientific content and thought processes. 'Sesame Street' will look at the manmade and natural environments, will talk about environmental goals, and will add reasoning and problem-solving activities to this part of the show.

A big thing this year will be a trip to Hawaii, where the muppets and others will visit Buffy St. Marie and her son, Dakota Starblanket Wolfchild. The child first appeared on 'Sesame Street' last spring as a sibling rival for Big Bird, and this season the baby's first birthday will be celebrated with a special luau. Snuffle-Upagus and Big Bird will join in the festivities by learning to dance the hula -- in what local observers have described as the largest hula stepping in memory.

The Hawaiian location was chosen, according to executive producer Jon Stone, "because it is a multi-ethnic society and one that provides an ocean-oriented milieu that we have never had on the series." Ms. St. Marie adds, "We're reinforcing something that has grown naturally in Hawaii out of the blend of races and the aloha spirit that Hawaii laid down."

Ms. St. Marie is a regular performer on "Sesame Street," and she makes her home on the island of Kauai. Many Hawaiians will appear on the program, and the children who watch will learn about the song, dance, ceremonies, customs and everyday life of the islands. They will visit the Mahauki family, whose home becomes a focal point for the visitors, and will meet other Hawaiian adults and children, including three children who are direct descendants of King Kaukalii, the last reigning monarch of Kauai.

The show will even take on Hawaiian names. "Sesame Street" becomes "Ala Kekame"; Big Bird is "Manu Nui"; and Snuffle-Upagus is Ihu Pa Papaa Loihi Nui (the big, brown, long-nosed creature).

HOMESTEAD, FLA.
SOUTH DADE NEWS
LEADER
D. 10,500

DEC 1 1977

This season Big Bird and Bob McGrath will travel from Sesame Street to the Hawaiian island of Kauai to broadcast the "aloha spirit."

DOVER, OHIO
TIMES REPORTER
D. 24,500

NOV 25 1977

ALOHA. Singer Buffy St. Marie and "Big Bird" mark the new season of "Sesame Street" from Hawaii. The program will be broadcast Monday at 11:30 a.m. and 4 p.m. on Channel 25.

'Sesame street' expanded

"Sesame Street," a leader in innovative television programming for pre-schoolers, will put increased emphasis on pre-reading skills and health practices during its ninth season which begins Monday. The series will also expand the curriculum area of cultural diversity with programming based in Hawaii.

"Sesame Street," which won its 10th Emmy this year, is broadcast daily on the 272 stations of the Public Broadcasting Service. Many of the PBS stations carry the hour-long show twice during weekdays and once again during weekends.

Big Bird, Snuffle-Upagus and other hosts take thier first airplane trip on the series to visit Buffy St. Marie, a regular guest on the street, at her home on the island of Kauai. The five programs videotaped there will illustrate a different culture and the multiculturalism of Hawaiian society. Many local residents are included against the backdrop of the "garden island's" mountains and Pacific shores.

"OUR LOCATION-based programming has turned out to be very successful, testing very well among our target audience," says Jon Stone, executive producer. "Going to Hawaii was very good for us because it is a multi-ethnic society and one that provides an ocean-oriented milieu that we have never had on the series."

The changed focus in the series' pre-reading presentations will expand from the initial steps of the written and spoken sound to include the rudiments of reading as typified by verbal blending. Lewis Bernstein, associate director of research, says more time will be spent on letter sounds "because children do not necessarily associate the sound of a letter with either the symbol or the letter name as well as they recognize the association between the symbol and the letter name."

The expansion of the health practices curriculum entails presenting the basic principles of nutrition by positive modeling. For example, the benefits of eating a variety of foods and nutritious alternatives to the typical snack foods will be included. Among other things, Muppet character Guy Smiley plays a dentist who attracts the ultimate patient — another Muppet that is all tooth.

St. Paul Pioneer Press
First Newspaper in Minnesota
D. 101,063 SUN. 233,909

NOV 27 1977

WESTERLY, R. I.
SUN
D. 10,000

Sesame St. Photo

"SHHHHH" — Quiet, please. Gina's reading. Gina Paterno, a kindergarten student at West Vine Street School, obviously found a book to her liking at the Book Fair sponsored by the school's PTA. Gina is the daughter of Mr. and Mrs. Ernest Paterno of Lathrop Ave., Pawcatuck. The Fair, a fund raising event for the PTA, provides parents an opportunity to purchase books suited to the child's ability and interests. The fair continues Wednesday from 9 a.m. to 3 p.m. and 7 to 9 p.m.

(Sun Photo by John Koulbanis)

8

FLAGSTAFF, ARIZ.
ARIZONA SUN
D. 5,350

NOV 25 1977

Big Bird Learns the Hula

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Health practices will be taught by people and muppets both. Cookie Monster has always had crumbs in his fur, but this year Big Bird will learn to like apples. "Why are grownups always telling you to try new things?" Big Bird protests, but one taste leads to his eating the whole apple.

This season Big Bird and Bob McGrath will travel from Sesame Street to the Hawaiian island of Kauai to broadcast the "aloha spirit."

The pre-science part of the show will try to introduce the children to scientific content and thought processes. "Sesame Street" will look at the manmade and natural environments, will talk about environmental goals, and will add reasoning and problem-solving activities to this part of the show.

A big thing this year will be a trip to Hawaii, where the muppets and others will visit Buffy St. Marie and her son, Dakota Starblanket Wolfchild. The child first appeared on "Sesame Street" last spring as a sibling rival for Big Bird, and this season the baby's first birthday will be celebrated with a special luau. Snuffle-Upagus and Big Bird will join in the festivities by learning to dance the hula -- in what local observers have described as the largest hula stepping in memory.

The Hawaiian location was chosen, according to executive producer Jon Stone, "because it is a multi-ethnic society and one that provides an ocean-oriented milieu that we have never had on the series." Ms. St. Marie adds, "We're reinforcing something that has grown naturally in Hawaii out of the blend of races and the aloha spirit that Hawaii laid down."

Ms. St. Marie is a regular performer on "Sesame Street," and she makes her home on the island of Kauai. Many Hawaiians will appear on the program, and the children who watch will learn about the song, dance, ceremonies, customs and everyday life of the islands. They will visit the Mahauki family, whose home becomes a focal point for the visitors, and will meet other Hawaiian adults and children, including three children who are direct descendants of King Kaukalii, the last reigning monarch of Kauai.

The show will even take on Hawaiian names. "Sesame Street" becomes "Ala Kahame"; Big Bird is "Manu Nui"; and Snuffle-Upagus is Ibu Pa Papaa Loihi Nui (the big, brown, long-nosed creature).

TV SCENE New York DAILY NEWS, TUESDAY, DECEMBER 20, 1977

WPIX to air 'Action News' at 7:30

By GEORGE MAKSIAN

Oscar the Grouch: Hawaii bound.

"Sesame Street" is on the move again. The award-winning children's program will visit the Garden Island of Kauai in Hawaii for a series of five programs which will be televised on PBS, starting Monday, Jan. 16. Viewers will see Big Bird and his Muppet companions make their first airplane journey to new adventures and learning experiences. Riding along with the Muppets will be singer Buffy Sainte-Marie, a regular guest on "Sesame Street" who lives on Kauai.

This is the second time in recent years that "Sesame Street" has left its usual site for on-location programing. In a previous installment the series paid a visit to a community in New Mexico.

9

Youngstown Vindicator
YOUNGSTOWN, OHIO
D. [illegible] SUN. [illegible]

NOV 27 1977

"SESAME STREET" TO HAWAII — Oscar the Grouch from TV's "Sesame Street" laments clean air to the amusement of Bob (Bob McGrath) and Maria (Sonia Manzano) and their young Hawaiian friend, Samson Mahauki. Hosts from the popular series find adventures amid cultural diversity in a visit to the Pacific state during the forthcoming 1977-78 season. The daily educational programs are broadcast on Channels 21 and 45.

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Big Bird from 'Sesame' Learns Hula in Hawaii

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Teach Health

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10

The Atlanta Journal
ATLANTA, GA.
D. 2[illegible],012

NOV 29 1977

SIGHTS AND SOUNDS

'Sesame Street' Opens 9th Season

By BOB GOODMAN
Journal Television-Radio Editor

Bob Goodman

Perhaps the best available example of a television series offering a worthwhile mixture of entertainment and education is the Public Broadcasting Service's "Sesame Street," which Monday opened its ninth season.

The basic goal of the magazine-format series (aired in the Atlanta area by Channels 8 and 30) is, to use the "official" summary, "to help prepare preschool children for the transition from the home environment to school by teaching basic cognitive skills and behavior on television using certain experimental techniques adapted from commercial TV." The "target audience" includes "children between the ages of 3 and 5, with special emphasis on the needs of the so-called disadvantaged child."

A 10-member company of actors, plus puppeteers and puppets, goes through its paces in an urban street setting. There is variety, humor, music, animation, live-action films and special electronic techniques and effects woven together as basic items in the show's format.

Although the preschoolers are the ones "Sesame Street" is aimed at, children of all ages—and many adults, too—have been captivated by the talents of such characters as Mr. Hooper, Buffy, Big Bird and Oscar, Gordon and Maria. And, naturally, when you think of "Sesame Street" you automatically think of Jim Henson's loveable Muppets.

The new season for "Sesame Street" will find the series "expanding its programming for children with mental retardation to include not only physical activities and cognitive skills but also experimenting with material on the arts," a spokesman for Children's Television Workshop, producers of the show, said. And increased emphasis will be put on prereading, simple health practices and prescience.

Lewis Bernstein, associate director of research for "Sesame Street," said that this year more time will be spent on presenting letter sounds. "Preschool children often find it difficult to associate the sound of a letter with either the letter symbol or letter name," he commented. "It is much easier for them to recognize the association between the letter symbol and letter name. This season we'll be spending more time associating letter sounds with their symbols and labels.

"One way of doing this," he continued, "is through verbal blending which is central to the reading program. Television is ideal for presenting this goal because the child is able to visualize the process while, at the same time, he hears the sounds moving together, making it easier for him to associate the symbols with the sounds."

Several programs have been videotaped on locations in Hawaii "primarily to expand on the series' goal of cultural diversity," Bernstein explained. "We will continue in this direction because it is important that our audience be aware of the diversity that exists in our country in order to appreciate the differences among people."

Approximately $6 million has been budgeted to cover ninth-season costs which include prebroadcast and post-broadcast research and outreach activities. Underwriters include the U.S. Office of Education, member stations of PBS with the Corporation for Public Broadcasting, Ford Foundation and the Carnegie Corp.

The people at Children's Television Workshop have done a first-rate job with "Sesame Street" over the years. Here's hoping the future is equally bright.

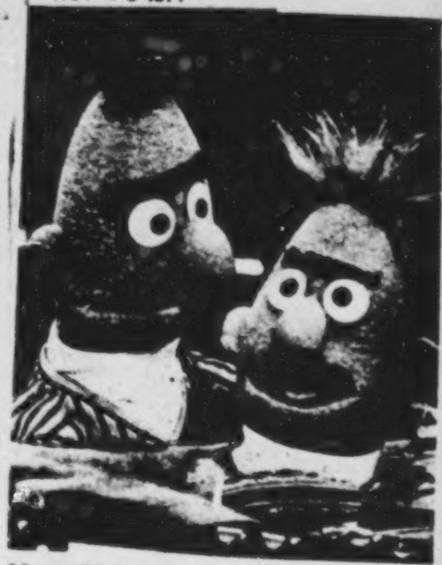
THE SACRAMENTO BEE
SACRAMENTO, CALIF.
D. 173,000 SUN. [illegible]

DEC 1 1 1977

Big Bird (Carroll Spinney) and Bob (Bob McGrath) from PBS' "Sesame Street," team up for a sequence on the verdant Hawaiian island of Kauai. Hosts from the educational series for preschoolers celebrate the "aloha spirit" during location-based episodes during the 1977-78 season.

DENVER, COLO.
CATHOLIC REGISTER
W. 70628

NOV 2 3 1977



New Muppet on "Sesame St."

A new baby Muppet will appear on the PBS "Sesame Street" series this season, which begins Monday, Nov. 28. "Bart" is the nephew of series regular "Bert." A leader in innovative television programming for pre-schoolers, the children's series will put increased emphasis on pr reading skills and health practices during its ninth season.

N

NEW 'BABY' MUPPET appears on TV's "Sesame Street" this season in the person of "Bart"." His resemblance to the familiar character at left is purely intentional. He's the nephew of Bert, the stoical straight man on the educational tv series. The two are perfect in the role of teaching the curriculum goal of "same and different." "Sesame Street" can be seen on Miss. ETV at 11:30 a.m. Monday, Wednesday and Friday, and at 4:30 p.m. on Weekdays.

"Sesame Street" Launches Ninth Season Nov. 28

"Sesame Street," the award-winning series for preschool children, launches its ninth season Nov. 28 with an increasingly sophisticated approach to pre-reading skills plus the teaching of more health practices and new pre-science skills.

"Sesame Street," which won its tenth Emmy this year, is broadcast at 11:00 a.m. on Mondays, Wednesdays and Fridays and at 4:30 on weekdays on the Mississippi Educational Television Network. Mississippi ETV can be received on channel 2, Mississippi State.

The series' 1977-78 broadcasts will also continue to broaden the scope of the goal of cultural diversity with a series of programs taped on location in Hawaii. Big Bird, Snuffle-Upagus and other hosts take their first airplane ride to visit Buffy St. Maire, a regular cast member, at her home on the island of Kauai. A number of local residents are included in the segments.

"Our location - based programming has turned out to be very successful, testing very well among our target audience," says Jon Stone, executive producer. "Going to Hawaii was very good for us because it is a multi-ethnic society and one that provides an ocean-oriented milieu that we have never had on the series."

WEST POINT, MISS.
TIMES LEADER
D. 4,487

NOV 2 5 1977

DANBURY, CONN.
NEWS-TIMES
D. 20,000

NOV 27 1977

BB & friend

Linda Bove, a regular cast member on "Sesame Street" and a member of the National Theatre of the Deaf, welcomes Big Bird to season's premiere on Monday. It's shown weekdays at 9 a.m. and 4 p.m. and Saturday at 8 a.m. on CPTV.

'Sesame Street' tops all Public Television Shows

"Sesame Street," Children's Television Workshop's award-winning series, is the highest-rated series televised by the Public Broadcasting Service, according to audience data compiled by the A.C. Nielsen Co. and released by PBS.

"Sesame Street," a show to help prepare pre-school children from 3-5 for the transition from the home environment to school by teaching basic skills, begins its ninth season on Nov. 28. A four-week survey last March found that the show was viewed in nearly 2.2 million homes throughout the country.

Sesame Street" broadcast its 1,000 hour last March 11.. Most public TV stations broadcast a prime time special on the show, directed at adults, titled "Sesame Street At Night?" and hosted by Gene Shalit as part of PBS' Festival '77. It was broadcast on the nation's 287 member stations of PBS between March 6and 20.

Sesame Street At Night?" was listed among the Top 10 specials on PBS by the Nielsen survey.

"Perhaps the strongest testimony to the vitality of the series at age eight is the fact that its producers and reserchers will scarcely pause to celebrate this landmark," she said at the time. "They are busily engaged looking ahead to curriculum innovations in such areas as affect.

[illegible]
W. 5000

DEC 1 1977

12

The Courier-Journal
LOUISVILLE, KY.
D. 211,318 SUN. 344,518

NOV 28 1977

tom dorsey
Courier-Journal TV & Radio Critic

'Sesame Street' takes new roads

Can you tell me how to get,
How to get to Sesame Street?

Tens of thousands of kids will get there by twisting the dial to WKPC-15/KET at 4 p.m. EST today as television's most famous learning lab opens its doors for a ninth season.

New lessons, cleverly clothed as entertainment, will be added to this year's curriculum, and Big Bird and the rest of the street people will be winging their way west to Hawaii. But basically "Sesame Street" on this 1,056th show will be doing what it does best — teaching children, and learning about them.

"We're building on the old show as we go along each year, finding our way, because it's an experimental show," says producer Dulcy Singer in a phone conversation from the Children's Television Workshop in New York.

Big Bird, Susan and Bob, three of the program's original cast members.

Susan, Gordon, Bob and Mr. Hooper were the program's first regulars. Last season Linda Bove joined the cast as a deaf actress who teaches sign language to kids who can — and can't — hear. Alaina Reed joins the permanent cast this season as Gordon's sister. She'll be a photographer — a role model for kids to see that women do lots of jobs.

That recognition of the growing women's movement is the big kind of subtle change that "Sesame Street" has undergone over the years. "I think if you went back and looked at some of those old shows, you'd see some old-fashioned viewpoints too," Ms. Singer says.

Those old shows are now being shown, with appropriate translations, around the globe.

Meanwhile, "Sesame Street" is charting new territory. Sequences about handicapped children have been added in the past few years, and this year there will be special emphasis on helping retarded children learn and on teaching other kids about them.

The first 20 minutes of each Wednesday's program is designed for them. This season they'll show retarded children how to do simple things such as putting on a sweater or tying a shoelace — things any child needs to know. "But a retarded child's image of himself is more important than the skills," says Ms. Singer, "in fact, that's what I'd like to say about the whole show."

But the skills are the impressive part of the show's track record. It's not a hit-and-miss proposition. Researchers take several episodes at a time to day-care centers and test what the children learn from them. They find out what keeps a child's attention and what doesn't and produce programs accordingly.

This season they'll be showing the way a letter sounds with the way it looks, especially when it's connected to a word. That's because their research shows that children are having the trouble associating the letters with words. For example, they don't associate the sound of "B" with book.

Five of the new shows will be from Hawaii, which was chosen in part to show children a land across an ocean where races are blended in a multi-ethnic society.

Where will "Sesame Street" be five years from now?

"We're not sure about next year," Ms. Singer says, although a location trip to Appalachia is a strong possibility.

Part of what happens next year and every year will be determined by the mail that is yet to be written. "Parents who watch with their children are one of our most important sources of knowledge and direction for the future," she says.

That makes "Sesame Street" and soap operas the only programs on television that pay close attention to what their viewers say. Since those two extreme examples have both been very successful, there might be a lesson that prime-time producers could learn from "Sesame Street," too.

Savannah Morning News
SAVANNAH, GA.
D. 55,712

NOV 28 1977

Linda Bove, a regular cast member on "Sesame Street" and a member of the National Theatre of the Deaf, welcomes Big Bird with a gesture that can be understood in any language.

Universal Language

If you find a preschooler who can ask "how are you?" is sign language, chances are he or she learned it from Linda Bove during one of her frequent appearances on "Sesame Street."

As a member of the Little Theatre of the Deaf, Ms. Bove and the company were regular visitors to the educational series. Last season, Ms. Bove, now a member of the National Theatre of the Deaf, became a regular "Sesame Street" cast member.

Her presence on the series points up the producers' determination to give more attention to children with handicaps. It also meets one of the show's curriculum goals—differing perspectives in which the child learns to respond to the feelings and beliefs of others as well as their differences. Jon Stone, executive producer, says that the benefits of having Ms. Bove and a number of children with physical handicaps or mental retardation serves to make the series a more meaningful one.

Ms. Bove told of several incidents that made her feel how important the use of sign language was on the program. "More and more," she says, "when I go out in public, people talk about it and say that their children are trying to learn it."

She says many schools are using sign language in the classroom. "It's wonderful to see that happen now," she adds.

Some weeks ago, she brought her teletypewriter in for use on a program. This machine is one that allows the deaf to use the telephone. That day a little boy visited the studio and told her that he knew how to sign several words and proceeded to sign "mother," "father," "boy," "girl" and "friend." Ms. Bove says incidents such as this are very satisfying. "I feel that the use of signing enhances the show," she adds.

But the use of learning and sign language is not limited to the preschool viewers. The other members of the Sesame Strett cast are also learning it. In the series, Ms. Bove and Bob (McGrath) often appear together in segments and Bob has become adept at communicating through signing.

Ms. Bove has been an actress for a number of years appearing both with the Little Theatre and the National Theatre of the Deaf. In 1974, along with Mario Thomas, she received the AMITA (American Italian) Award for outstanding work in the field of education.

FRAMINGHAM, MASS
SOUTH MIDDLESEX
DAILY NEWS
D. 22,227 SUN. 45,222

NOV 19 1977

She can speak their language

NEW YORK — If you find a preschooler who can ask "how are you?" in sign language, chances are he or she learned it from Linda Bove during one of her frequent appearances on "Sesame Street."

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LINDA BOVE & BIG BIRD
...on "Sesame Street"

APPLETON, WIS.
POST-CRESCENT
D. 43,500 S. 48,500

NOV 27 1977

Sesame Street cast 'speaks' to deaf

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Schenectady Gazette
SCHENECTADY, N. Y.
D. 63,263

DEC 10 1977

OLD FRIENDS – Big Bird (Carroll Spinney) and Bob (Bob McGrath) from "Sesame Street," seen weekdays at 9 a.m. and 4 on Channel [illegible] team up for a sequence on the verdant Hawaiian island of Kauai.

DEKALB, ILL.
NORTHERN STAR
ILL. UNIVERSITY
DAILY

NOV 7 1977

Breaking away from the television routine

Credit in photo Sesame Street

Anyone who doesn't believe Americans are addicted to television or that television acts as a pacifier to the mind should study the results of an informal test by the Detroit Free Press.

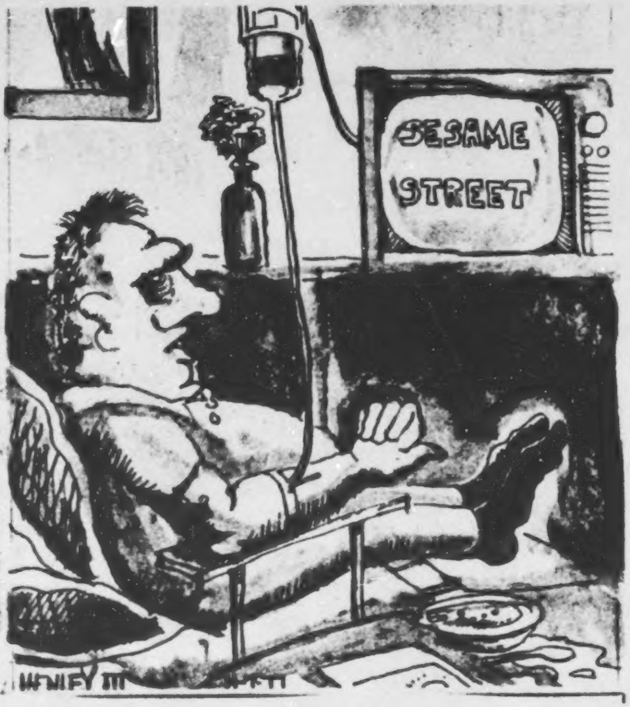
The paper offered $500 to 120 families to give up their television set for one month. Sounds like a good deal to us, but 97 of those families rejected the offer. "My husband would never do it," one woman said in turning down the offer. "He comes home from work and sits down in front of the TV. He gets up twice—once to eat and once to go to bed."

But what about those 27 (a paltry 20 per cent) who accepted? Just as a baby cries when his pacifier is stolen, so, too, several of the respondents reported more depression, nervousness, boredom and crankiness. Two persons started smoking more.

But all the respondents—those who adapted and those who didn't—reported they saw more movies, read more, visited friends and relatives more often and took more weekend trips. Most fathers said they got to know their children better, and four families said they were drawn closer together by the experience. One happy husband, said "We went to bed at 9 p.m., and we went to sleep at 11 p.m."

All of that is interesting, if for no other reason in that it demonstrates the importance of television in affecting our American lifestyle. Going to college provides most students with the opportunity to break away from the day-in and day-out television routine, and that's good.

As it was said a long time ago: Nothing in excess, everything in proportion



COSTA MESA, CALIF.
DAILY PILOT

DEC 10 1977

'Sesame St.' Expands

Popular Children's Show Starts Ninth Season

TV Data Service

If kids know that "Sesame Street" is good for them, they don't seem to mind. The show begins its ninth season this week and can be proud of its very real accomplishments in the field of children's programming.

Anthropologist Margaret Mead has said that "'Sesame Street' is the most responsible program that has been developed for children as a way of introducing them to some of the basic tools necessary for the attainment of literacy. Just as children can readily distinguish a toy — that is, something that is specifically designed for them — they also realize immediately that this is a program for them."

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BIG BIRD, BOB McGRATH GO TO HAWAII
Changes in Works for 'Sesame Street'

Sunday Capital-Journal
TOPEKA, KANSAS

Oscar the Grouch, Bob (Bob McGrath) and Maria (Sonia Manzano) join Samson Mahuiki in Hawaii for the new season of "Sesame Street" which can be seen daily on channel 11.

Indians say more than 'ugh': Buffy

TORONTO (CP) — Cree entertainer Buffy Sainte-Marie says native people are near the top of the list of exploited minority groups on North American television.

A regular on the children's television show Sesame Street for three years, she said she "wanted to show people that we say more than 'how' and 'ugh.'"

Although reluctant to discuss details, she has approached network television executives with her idea for a television show dealing with native people.

"As native people, as the royalty of this continent, we have something special to say that no one else can say," she said.

In addition to her success as a singer, she also has published 400 songs and written books, poetry and magazine articles.

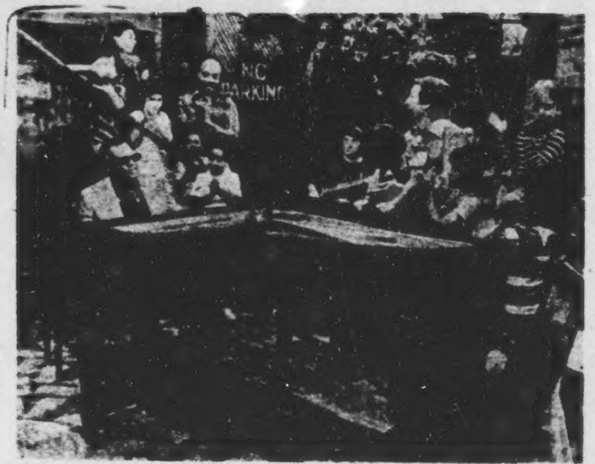
HAMILTON, ONT., CAN.
SPECTATOR
DAILY 134 000

NOV 9 1977

17

SYRACUSE
Herald Journal
SYRACUSE N.Y.
D. [illegible]

NOV 30 1977



SINGS THE ALPHABET. When Ray Charles visits Sesame Street Friday, he sings the alphabet and induces regulars Maria (Sonia Manzano) and Gordon (Roscoe Orman), on steps at left, and Bob (Bob McGrath), behind piano, to join in the songfest. Charles will return for the Dec. 27 presentation of the PBS series to join the threesome and other youngsters in "Oh, What a Beautiful Day." A third appearance later in the season, at a time to be announced, will find the blind performer teamed with Bert and Ernie for "I've Got a Song," a new number composed by Sesame Street music director Sam Pottle.

NOV 25 1977

THE MUSIC MAKERS: Popular rhythm and blues singer Ray Charles makes music on "Sesame Street" with Muppets Ernie, on drums and Bert, on guitar. Charles will make several guest appearances on the award-winning series during the 1977-78 season. Sesame Street is produced by the Children's Television Workshop.

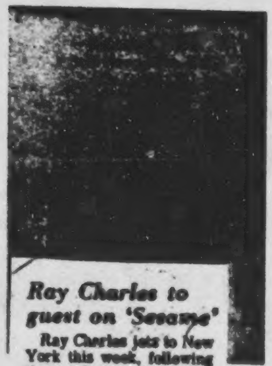
Ray Charles Jazzes Up "Sesame Street"

The alphabet just isn't the same when it's set to music by veteran singer Ray Charles. That's what several kids on "Sesame Street," the popular preschool series, found out when Charles visited the Children's Television Workshop to tape sketches that will be seen throughout the series 1977-78 season.

From the time he said, "Hello, everybody, my name is Ray. I'm gonna sing the alphabet today," every youngster knew it would be fun. The fun increased when the kids joined in on the act. Charles' rendition of the alphabet will be seen on the Friday, Dec. 2 program, broadcast on the more than 270 stations of the Public Broadcasting Service.

Later, on Tuesday, Dec. 27, Charles will perform "Oh, What a Beautiful Day" with Gordon (Roscoe Orman), Bob (Bob McGrath), Maria (Sonia Manzano) and several youngsters.

Later in the season Charles returns and gets together with two new sidemen — Bert and Ernie — for a special number "I've Got a Song," composed by Sesame Street music director Sam Pottle. With Charles on piano, Bert on bass and Ernie on the drums, the rendition can only be termed rollicking.



Ray Charles to guest on 'Sesame'

Ray Charles jets to New York this week, following the conclusion of a Pacific Northwest concert and night club tour with his Ray Charles Show, to tape a guesting on "Sesame Street."

Charles' rendition of Kermit the Frog's theme song, "It's Not Easy Being Green," originally recorded on his "Renaissance" LP for his Crossover Records label, is presently being aired as background music for the Braille Institute of America's televised public service spots. Charles previously paired with Kermit for a duet version of the song on the "Cher" TV variety show.

JAMAICA, N. Y.
NEW YORK VOICE
W. 59,050

[illegible] 1977

18

PORTLAND EVENING EXPRESS
PORTLAND, MAINE

All-New Sesame Street

Molar Muppet gets a compliment from his dentist in an early episode of the all-new series of "Sesame Street" which premiered on public television Monday. The Molar Muppet bit is part of a daily series aimed at teaching good dental practice to pre-schoolers. "Sesame Street" is seen on Channels 26 (Biddeford) and 10 (Lewiston).

EUREKA, CALIF.
TIMES STANDARD
[illegible]

'Bart' due on KEET-TV

A NEW 'BABY' MUPPET appears on KEET-Channel 13's "Sesame Street" this season in the person of "Bart." His resemblance to the familiar character at left is purely intentional. He's the nephew of Bart, the stoical straight man on the educational TV series, produced by the Public Broadcasting System. The two muppets illustrate the ideas of "same and different." Sesame Street can be seen at 4 p.m., weekdays.

MANCHESTER, CONN.
JOURNAL INQUIRER
DAILY

DEC 3 1977

NEW 'BABY' MUPPET appears on TV's "Sesame Street" this season in the person of "Bart." His resemblance to the familiar character at left is purely intentional. He's the nephew of Bart, the stoical straight man on the educational TV series. The two teaching the curriculum goal of "same and different."

74

Portland Press Herald
PORTLAND, MAINE
D. 56,003

NOV 26 1977 Ekz

Grouches Read Too

When the Bookmobile arrives on "Sesame Street," even Oscar the Grouch finds it useful and, with the help of Ms. Rice (Linda Delgado), the librarian, finds a book he likes. During the course of the visit, the preschool audience also gets a look at what it takes to be a librarian in this lesson on career awareness. Sesame Street will begin its new season Monday at 11:30 a.m. and 4 p.m. on WCBB, Channel 10

WOODBRIDGE, N. J.
NEWS TRIBUNE
D. 52,000

Handicapped included in 'Sesame'

"Sesame Street's" ninth season will expand its pioneering TV programming for children with mental retardation to include not only physical activities and cognitive skills but also will experiment with material on the arts.

The concept of "Play To Grow" on which the initial Sesame Street curriculum was based will also be expanded during the 1977-78 season to include other activities in which the entire family can participate.

This area of experimentation was new only in the sense that it was geared specifically to children with mental retardation.

However, the series has always been cognizant of the handicapped.

The Down's Syndrome Congress has recognized the series' efforts in this program area by awarding the Children's Television Workshop its 1977 Positive Impact Award "in appreciation for the sensitive and positive presentation of individuals with Down's syndrome in age appropriate situations."

In past seasons, members of the Little Theatre of the Deaf have been guest performers on the series and other children with special needs showed up as part of the regular street scenes.

Molar Muppet gets a compliment from his dentist on TV's "Sesame Street."

The curriculum for children with mental retardation was an additional step that has proven successful.

Producers say the recent presence of deaf actress Linda Bove as a regular cast member has enriched the program to a large extent and has encouraged many youngsters to learn some of the basics of sign language.

Miss Bove, a member of the National Theatre of the Deaf, first appeared on the educational show as a guest performer with the Little Theatre of the Deaf.

THOUSAND OAKS, CALIF.
NEWS CHRONICLE
[illegible] 17,735 SUN. 12,700

NOV 2 5 1977

Sesame Street characters learn the hula

If kids know that 'Sesame Street' is good for them, they don't seem to mind. The show begins its ninth season this week and can be proud of its very real accomplishments in the field of children's programming.

Anthropologist Margaret Mead has said that "Sesame Street' is the most responsible program that has been developed for children as a way of introducing them to some of the basic tools necessary for the attainment of literacy. Just as children can readily distinguish a toy – that is, something that is specifically designed for them – they also realize immediately that this is a program for them.'

There will be some changes this year, not of kind, but of degree: the format of the show will be expanded to include pre-reading skills, simple health practices, and pre-science. Researchers at the Children's Television Workshop feel the show has been successful in teaching its pre-school audience the names and shapes of letters, and that the group is now ready to learn the sounds the letters make, verbal blending and sight words and phrases.

Health practices will be taught by people and muppets both. Cookie Monster has always had crumbs in his fur, but this year Big Bird will learn to like apples. 'Why are grownups always telling you to try new things?' Big Bird protests, but one taste leads to his eating the whole apple.

The pre-science part of the show will try to introduce the children to scientific content and thought processes. 'Sesame Street' will look at the manmade and natural environments, will talk about environmental goals, and will add reasoning and problem-solving activities to this part of the show.

This season Big Bird and Bob McGrath will travel from Sesame Street to the Hawaiian Islands to broadcast the ''aloha spirit.''

A big thing this year will be a trip to Hawaii, where the muppets and others will visit Buffy St. Marie and her son, Dakota Starblanket Wolfchild. The child first appeared on 'Sesame Street' last spring as a sibling rival for Big Bird, and this season the baby's first birthday will be celebrated with a special luau. Snuffle-Upagus and Big Bird will join in the festivities by learning to dance the hula – in what local observers have described as the largest hula stepping in memory.

The Hawaiian location was chosen, according to executive producer Jon Stone, "because it is a multi-ethnic society and one that provides an ocean-oriented milieu that we have never had on the series.' Ms. St. Marie adds, "We're reinforcing something that has grown naturally in Hawaii out of the blend of races and the aloha spirit that Hawaii laid down.'

Ms. St. Marie is a regular performer on "Sesame Street,' and she makes her home on the island of Kauai. Many Hawaiians will appear on the program, and the children who watch will learn about the song, dance, ceremonies, customs and everyday life of the islands. They will visit the Mahauki family, whose home becomes a focal point for the visitors, and will meet other Hawaiian adults and children, including three children who are direct descendants of King Kaukalii, the last reigning monarch of Kauai.

The show will even take on Hawaiian names. "Sesame Street' becomes 'Ala Kekame'; Big Bird is "Manu Nui"; and Snuffle-Upagus is Ibu Pa Papaa Loihi Nui (the big, brown, long-nosed creature).

On "Sesame Street"

BRISTOL HERALD COURIER Wede

Deaf Actress Stars With Children —Helps Child Respond To Others

If you find a preschooler who can ask "how are you?" in sign language, chances are he or she learned it from Linda Bove during one of her frequent appearances on "Sesame Street."

As a member of the Little Theatre of the Deaf, Ms. Bove and the company were regular visitors to the educational series. Last season, Ms. Bove, now a member of the National Theatre of the Deaf, became a regular "Sesame Street" cast member.

Her presence in the series points up the producers' determination to give more attention to children with handicaps. It also meets one of the show's curriculum goals—differing perspectives in which the child learns to respond to the feelings of others as well as their differences. Jon Stone, executive producer, says that the benefits of having Ms. Bove and a number of children with physical handicaps or mental retardation serves to make the series a more meaningful one.

Ms. Bove told of several incidents that made her feel how important the use of sign language was on the program. "More and more," she says, "when I go out in public, people talk about it and say that their children are trying to learn it."

She says many schools are using sign language in the classroom. "It's wonderful to see that happen now," she adds.

Some weeks ago, she brought her teletypewriter in for use on a program. This machine is one that allows the deaf to use the telephone. That day a little boy visited the studio and told her that he knew how to sign several words and proceeded to sign "mother," "father," "boy," "girl" and "friend." Ms. Bove says incidents such as this are very satisfying. "I feel that the use of the signing enhances the show," she adds.

But the use of learning and sign language is not limited to the preschool viewers. The other members of the Sesame Street cast are also learning it. In the series, Ms. Bove and Bob McGrath often appear together in segments and Bob has become adept at communication through signing.

Ms. Bove has been an actress for a member of years appearing both with the Little Theatre and the National Theatre of the Deaf. In 1974, along with Marlo Thomas, she received the AMITA (American Italian) Award for outstanding work in the field of education.

BRISTOL, VA.
HERALD COURIER
D. 23,500 _ S. 30,000

NOV 23 1977

Linda Bove Welcomes Big Bird With A Gesture Understood In Any Language

Lubbock Avalanche Journal
LUBBOCK, TEXAS
D. 62,030 SUN. 73,237

DEC 4 1977

MUSIC MAKERS — Popular rhythm and blues singer Ray Charles makes music on "Sesame street," with Muppets Ernie on drums and Bert on guitar. Charles will make several guest appearances on the award winning series seen Monday-Friday on Channel 5.

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"Sesame Street" goes foreign

LAKE HAVASU CITY, ARIZ.
HERALD
WEEKLY

DEC 2 1977

Three major new foreign editions of "Sesame Street" will be launched in 1978; one in France, one in Arab nations and the other in Spain.

The French will introduce an original version of the preschool educational series titled "1 Rue Sesame." Children in Spain will see "Barrio Sesamo." The Arabic program, yet untitled, is being developed in Kuwait through the Arabian Gulf States Joint Program Production Institution.

The three new programs are the latest in a number of cooperative overseas productions involving the Children's Television Workshop (CTW), creator of the original English language program, and local broadcasters.

More than 40 nations or territories see "Sesame Street" in one of its several forms: the original English language show produced in the U.S.; foreign language counterpart productions seen in South America, Europe and now for the Middle East; or locally dubbed programs created under an "Open Sesame" concept.

An Italian version titled "Sesamo Apriti" is the newest adaption of "Open Sesame," which employs puppet sketches, animated cartoons and live action films with local dubbing, in this case a voice track made in Rome. The broadcaster is Radiotelevisione Italiana.

In Italy the Cookie Monster becomes Pasticcino. Bert and Ernie are Berto and Ernesto, and Grover is Rocco.

The French program, "1 Rue Sesame," is headed for broadcast by France's leading television network, TF1, next spring.

The series will consist of 208 half-hour shows and will feature puppet and live action characters that are wholly French plus elements from the American series dubbed in Paris. One of the puppets, a French counterpart of the American Big Bird, is called Toccata.

Eliane Victor, who supervises daytime programming for the French national network, said that the series will be directed toward children between 4 and 8. The educational content, fashioned for the needs and interests of French children, will focus on reasoning, problem-solving and social skills such as coping with failure, family relationships, man-made environments and some basic sight words young people see everyday.

CTW and the Arabian Gulf States Joint Program Production Institution in Kuwait, announced the development of an Arabic version earlier this year.

Production and testing of the pilot program designed by the Institution with technical and creative assistance from CTW, begins this season. The first season is to consist of 130 half-hour programs.

Another continuing adaption, "Sesamstrasse" seen in West Germany, will add new characters in the form of German puppets this season, along with a format with studio-based setting.

The German producers, Norddeutscher Rundfunk, said the studio - created anchor segments will be more flexible to permit characters to present different types of stories in variable settings. These segments will be used to begin andneandthe program.

The new German puppets are Samson, a bearish character who is similar to the U.S. series' Big Bird, and Tiffy, a female puppet who is like Oscar the Grouch and who will be used to develop the curriculum goal of differing perspectives.

The 99 half-hour programs will also feature elements from the U.S. show dubbed in Hamburg.

Sesamstrasse has been on the air in Germany since 1973. Since its debut, it has become the most popular of all programs among not only preschool children, but with youngsters from 7 to 10 as well.

In Spain, "Barrio Sesamo" is scheduled to begin on Television Espanola (TVE) early next year. The 65 half-hour programs will include two new puppet characters and other segments filmed locally.

Other foreign-language co-productions of the series include "Plaza Sesamo," seen in Mexico and other Latin American countries, "Vila Sesamo" in Brazil and "Sesamstraat" in Holland.

INDIANA, PA.
GAZETTE
D. 15,000

NEW BABY MUPPET — A new baby muppet in the person of "Bert" appears on TV's "Sesame Street" this season. His resemblance to the familiar character at left is purely intentional. He's the nephew of Bert, the stoical straight man on the educational TV series. The two play the role of teaching the curriculum goal of "same and different."

SARASOTA, FLA.
HERALD TRIBUNE
D. 21,000   S. 35,000

23

NOV 27 1977

New Avenues For 'Sesame Street'

Special to Herald-Tribune

"Sesame Street," the award-winning series for pre-school children, launches its ninth season Monday, November 28th, with an increasingly sophisticated approach to pre-reading skills plus the teaching of more health practices and new pre-science skills.

Sesame Street, which won its tenth Emmy this year, is broadcast daily on the 272 stations of the Public Broadcasting Service and is produced by the Children's Television Workshop.

The series' 1977-78 broadcasts will also continue to broaden the scope of the goal of cultural diversity with a series of programs taped on location in Hawaii. Big Bird, Snuffle-Upagus and other hosts take their first airplane ride to visit Buffy St. Marie, a regular cast member, at her home on the island of Kauai. A number of local residents are included in the segments.

"Our location-based programming has turned out to be very successful, testing very well among our target audience," says Jon Stone, executive producer. "Going to Hawaii was very good for us because it is a multi-ethnic society and one that provides an ocean-oriented milieu that we have never had on the series."

Emphasis on Pre-reading Increased

The changed focus in the series' pre-reading presentations will expand from the initial season's emphasis on the association of letter symbols with their names to include more emphasis on higher-order reading skills, such as verbal blending. Lewis Bernstein, associate director of research, says more time will be spent on letter sounds "because pre-school children often find it difficult to associate the sound of a letter with either the letter symbol or letter name. It is much easier for them to recognize the association between the letter symbol and letter name."

In the area of health practices, the series will attempt to provide certain basic principles of nutrition, primarily through positive modeling. The principles to be covered include nutritious foods as alternatives to the typical snack food, information about the wide variety of foods that exist and the fact that certain foods contain substances that are good for our bodies. The series will continue to make the child aware that there is a relationship between his regular performance of simple health practices and the proper functioning of his body. Simple health practices, such as dental care and personal hygiene, will continue to be emphasized.

Pre-Science Skills

The series already includes several curriculum areas that lend themselves to the goal of pre-science. Topic areas such as natural and man-made environment, problem solving and experimentation will be re-formulated to cover scientific thought processes and content.

Sesame Street will expand the area of programming for children with mental retardation that has been part of the series for two years. Bernstein says this programming will continue to model simple physical activities that retarded and nonretarded viewers can perform in their homes. Further, increased emphasis will be placed on cognitive curriculum and there will be some experimenting with materials on the arts.

"In some ways," says Bernstein, "we are ahead of the new federal laws concerning the education of the handicapped which requires the integration of handicapped children in regular classes because we have always attempted to integrate the handicapped and non-handicapped in our show segments."

GLOBE, ARIZ.
SILVER BELT
WEEKLY

DEC 8 1977

BIG BIRD (Carroll Spinney) and Bob (Bob McGrath) from Sesame Street team up for a sequence on the verdant Hawaiian island of Kauai this season. Hosts from the daily educational television series for preschoolers celebrate the "aloha spirit" during special location-based episodes to be broadcast on PBS, Channel 8, during the 1977-78 season. Sesame Street can be seen at 8 am, 10 am and 4 pm Monday through Friday on Channel 8.

24

SYRACUSE
Herald Journal
SYRACUSE N.Y.
D. 123,7[illegible]

NOV 25 1977

Sesame Street to open ninth season Monday

Sesame Street will put increased emphasis on pre-reading skills and health practices during its ninth season which begins Monday. The series will also expand the curriculum area of cultural diversity with programming based in Hawaii.

The series is broadcast daily here on WCNY-TV from Public Broadcasting Service.

Big Bird, Snuffle-Upagus and other hosts take their first airplane trip on the series to visit Buffy St. Marie, a regular guest on the street, at her home on the Island of Kauai. The five programs videotaped there will illustrate a different culture and the multi-culturalism of Hawaiian society. Many local residents are included against the backdrop of the "garden island's" mountains and Pacific shores.

The changed focus in the series' pre-reading presentations will expand from the initial steps of the written and spoken sound to include the rudiments of reading as typified by verbal blending. More time will be spent on letter sounds because children do not necessarily associate the sound of a letter with either the symbol or the letter name as well as they recognize the association between the symbol and the letter name.

The expansion of the health practices curriculum entails presenting the basic principles of nutrition by positive modeling. For example, the benefits of eating a variety of foods and nutritious alternatives to the typical snack foods will be included. Among other things, Muppet character Guy Smiley plays a dentist who attracts the ultimate patient — another Muppet that is all tooth.

Programming for the mentally retarded, introduced in the series' seventh season, will reflect the changes in Federal law regarding the education of the handicapped, which now requires be "mainstreamed" in regular classes. In this area, there will be a decided move away from just the physical activities oft the initial season to activities in the arts and cognitive curriculum.

Another change during the new season is a re-formulation of existing goals, such as man-made and natural environments to take in elementary scientific processes and scientific content.

Bird Bird repays singer Buffy St. Marie's visit to Sesame Street by dropping in at her Hawaiian home this season. Here, they are reunited on a hill above the Hanalei Wildlife Refuge, one of the spots to be explored on the islands.

LOWELL, MASS.
SUN
D. 49,000 S. 39,509

NOV 27 1977

Old friends in new setting

Big Bird and Bob McGrath from "Sesame Street" team up for a sequence on the Hawaiian island of Kauai this season on Channel 2.

25

Courier EXPRESS
BUFFALO
Western New York's
Greatest Newspaper
D. 123,177 SUN. 257,243

NOV 27 1977

Big Bird Learns the Hula

If kids know that "Sesame Street" is good for them, they don't seem to mind. The show begins its ninth season this week and can be proud of its very real accomplishments in the field of children's programming.

Anthropologist Margaret Mead has said that "'Sesame Street' is the most responsible program that has been developed for children as a way of introducing them to some of the basic tools necessary for the attainment of literacy. Just as children can readily distinguish a toy – that is, something that is specifically designed for them – they also realize immediately that this is a program for them."

There will be some changes this year, not of kind, but of degree: the format of the show will be expanded to include pre-reading skills, simple health practices, and pre-science. Researchers at the Children's Television Workshop feel the show has been successful in teaching its pre-school audience the names and shapes of letters, and that the group is now ready to learn the sounds the letters make, verbal blending and sight words and phrases.

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The Hawaiian location was chosen, according to executive producer Jon Stone, "because it is a multi-ethnic society and one that provides an ocean-oriented milieu that we have never had on the series." Ms. St. Marie adds, "We're reinforcing something that has grown naturally in Hawaii out of the blend of races and the aloha spirit that Hawaii laid down."

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The show will even take on Hawaiian names: "Sesame Street" becomes "Ala Kakame"; Big Bird is "Manu Nui", and Snuffle-Upagus is Ilea Pu Papaa Loihi Nui (the big, brown, long-tailed creature).

FLORENCE, S. C.
NEWS
D. 28,000

DEC 3 1977

"SESAME STREET" TO HAWAII — Oscar the Grouch from TV's "Sesame Street" laments clean air to the amusement of Bob (Bob McGrath) and Maria (Sonia Manzano) and their young Hawaiian friend, Semeon Mahuiki. Hosts from the popular television series find adventures amid cultural diversity in visit to Pacific state during the forthcoming 1977-78 season. The daily educational programs produced by the Children's Television Workshop are broadcast on the 272 stations of the PBS.

CHICAGO
Daily Defender
CHICAGO, ILLINOIS
D. 21,124

NOV 26 1977

Oscar the Grouch from TV's "Sesame Street" laments clean air to the amusement of Bob (Bob McGrath) and Maria (Sonia Manzano) and their young Hawaiian friend, Semeon Mahuiki. Hosts from the popular television series find adventures amid cultural diversity in visit to Pacific state during the forthcoming 1977-78 season. The daily educational programs produced by the Children's Television Workshop are broadcast on the 272 stations of the Public Broadcasting service.

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The Tampa Times
TAMPA, FLA.

NOV 28 1977

Big Bird repays singer Buffy St. Marie's visit to "Sesame Street" by dropping in at her home in Hawaii this season.

Big Bird tries the Hula

Special to The Times

If kids know that "Sesame Street" is good for them, they don't seem to mind. The show begins its ninth season this week and can be proud of its very real accomplishments in the field of children's programming.

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The show will even take on Hawaiian names. "Sesame Street" becomes "Ala Kakomo"; Big Bird is "Manu Nui" and Snuffle is the Pa Papaa Laiko (the big, brown, long-nosed creature.)

NEW ORLEANS, LA.
TIMES-PICAYUNE

Grouch Goes Hawaiian

Oscar the Grouch doesn't cotton much to the clean air and sunshine of Hawaii, as "Sesame Street" sails on over to the 50th state for a new season, beginning Monday, *9 a.m., Ch. 12.* (The street where everybody lives is on Monday-Friday at 9 a.m. and 3 p.m., and Sundays at 9 a.m.) Street-ers Bob McGrath, Maria (Sonia Manzano) and their young island friend Samson Mahuiki find Oscar an amusing addition to their beach.

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WASHINGTON Star
WASHINGTON, D.C.
D. 333,162 SUN. 336,087

DEC 9 1977

M. LEE BUTERA: A hurtful imprecision

Point of View

Like many parents who occasionally enjoy slipping away from the adult world of telephones, automobiles, bills, deadlines, etc., on some mornings I find myself viewing the entertaining and educational "Sesame Street" program with my pre-schooler. For the past month or so, a mini-drama has been unfolding on the show which has also aroused my interest from a professional standpoint.

The scenario is briefly this: an actress on the show, Linda, is deaf (or hearing-impaired, which is currently the more acceptable term) and, from all outward appearances, mute as well. The "Sesame Street" characters are all making a special effort to communicate with Linda and there have been several sensitive scenes depicting their involvement in learning sign language.

It is encouraging to see hearing-impairment beginning to receive the attention it deserves. To introduce this type of disability, or any other handicapping condition, on a children's program is certainly laudable since non-handicapped youngsters will eventually discover that all children are not equal to them either physically or mentally. However, the manner in which hearing-impairment has been introduced on "Sesame Street" is unfortunately serving to perpetuate the prevailing attitude that the disability is synonymous with muteness.

The term "mute" is regularly used with little thought as to its precise meaning. Individuals are considered mute only if their vocal cords are deformed or non-functional to the extent of producing no sound. Approximately 95 per cent of hearing-impaired persons have some hearing and are capable of learning to speak.

When Linda communicates with the others in signs, she does two other things which are interesting; she moves her lips to form the words she is signing and she partially utters the sounds of the words. Since she appears to be so close to speaking, why then should she assign herself (or be assigned) to a sign-speaking minority instead of attempting to join the verbal community? With the exception of her close friends and family, it is unrealistic to expect the world around her to learn her method of communication.

For years, the majority of hearing-impaired youngsters have been placed in special schools for the handicapped and in fact taught to be mute since they have been exposed to sign language as their only mode of instruction. Since the turn of the century, however, educators have been teaching growing numbers of these children to speak through the oral method of communication, thus helping them gain acceptance to colleges, graduate schools and professions previously closed to them.

Does it not follow that it is easier to help the hearing-impaired individual integrate more fully into society than vice versa?

This is not to say that all hearing-impaired children are capable of learning to speak, but at least they should have the chance to try through a completely oral education program. To help accomplish this goal, a new law has been enacted entitled the Education for All Handicapped Children Act and, in principle, it states that a free and appropriate education in the least restrictive environment is the right of every handicapped youngster. For hearing-impaired children, it means that they would be placed in regular classrooms with normal-hearing classmates for the greater part of the school day. The rest of the time would be spent with speech and hearing teachers who would assist in the oral process.

Just as important, the law allows parents to become actively involved in their child's educational program. There are due process provisions which will help to assure parents that their children are receiving their educational rights.

Many states, including the District of Columbia, have already begun to implement the new law, and it should be only a matter of time before it is accomplishing what its sponsors intended.

Ms. Butera is a communications consultant specializing in the health field.

Want to give the readers of The Washington Star your thoughts about something large or small? Write Point of View, The Washington Star, 225 Virginia Ave. SE, Washington, D.C. 20061. Articles should be no longer than 650 words.

Houston Chronicle Thursday, December 15, 1977 Page 4, Section 2

ABC is elated over "Monday Night Football's" all-time record ratings for this just-concluded season. The 13 games averaged a 37 percent share of audience, against such NBC power punches as "Godfather," "79 Park Avenue," and "Aspen." . . . Former Ch. 8 consultant Al Hyslop has been appointed producer of TV's top children's show, "Sesame Street." Hyslop started his kidvid career on "Captain Kangaroo," and after moving to Houston in 1972, he produced a bilingual pilot, "Cancion de la Calle," for public television, served as consultant to Ch. 8's Gulf Region Educational Television Affiliates, the University of Houston, and Baylor College of Medicine, for a series titled "Parenting," that was shown on public TV in the southwest. He also founded the Texas Theatre Foundation in 1973, and created and developed performing units which now serve 26 school districts around Texas . . . Veteran Rice University athletic publicist Bill

LAREDO, TEXAS
TIMES
D. 18,000 S. 16,500

Big Bird Learns the Hula

If kids know that "Sesame Street' is good for them, they don't seem to mind. The show begins its ninth season this week and can be proud of its very real accomplishments in the field of children's programming.

Anthropologist Margaret Mead has said that "'Sesame Street' is the most responsible program that has been developed for children as a way of introducing them to some of the basic tools necessary for the attainment of literacy. Just as children can readily distinguish a toy – that is, something that is specifically designed for them – they also realize immediately that this is a program for them."

There will be some changes this year, not of kind, but of degree: the format of the show will be expanded to include pre-reading skills, simple health practices, and pre-science. Researchers at the Children's Television Workshop feel the show has been successful in teaching its pre-school audience the names and shapes of letters, and that the group is now ready to learn the sounds the letters make, verbal blending and sight words and phrases.

Health practices will be taught by people and muppets both. Cookie Monster has always had crumbs in his fur, but this year Big Bird will learn to like apples. 'Why are grownups always telling you to try new things?" Big Bird protests, but one taste leads to his eating the whole apple.

This season Big Bird and Bob McGrath will travel from Sesame Street to the Hawaiian island of Kauai to broadcast the "aloha spirit."

The pre-science part of the show will try to introduce the children to scientific content and thought processes. "Sesame Street" will look at the manmade and natural environments, will talk about environmental goals, and will add reasoning and problem-solving activities to this part of the show.

A big thing this year will be a trip to Hawaii, where the muppets and others will visit Buffy St. Marie and her son, Dakota Starblanket Wolfchild. The child first appeared on 'Sesame Street" last spring as a sibling rival for Big Bird, and this season the baby's first birthday will be celebrated with a special luau. Snuffle-Upagus and Big Bird will join in the festivities by learning to dance the hula -- in what local observers have described as the largest hula stepping in memory.

The Hawaiian location was chosen, according to executive producer Jon Stone, "because it is a multi-ethnic society and one that provides an ocean-oriented milieu that we have never had on the series." Ms. St. Marie adds, "We're reinforcing something that has grown naturally in Hawaii out of the blend of races and the aloha spirit that Hawaii laid down."

Ms. St. Marie is a regular performer on "Sesame Street," and she makes her home on the island of Kauai. Many Hawaiians will appear on the program, and the children who watch will learn about the song, dance, ceremonies, customs and everyday life of the islands. They will visit the Mahauki family, whose home becomes a focal point for the visitors, and will meet other Hawaiian adults and children, including three children who are direct descendants of King Kaukalii, the last reigning monarch of Kauai.

The show will even take on Hawaiian names. "Sesame Street" becomes "Ala Kekame"; Big Bird is "Manu Nui"; and Snuffle-Upagus is Ihu Pa Papaa Laihi Nui (the big, brown, long-nosed creature).

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(752)
DAILY NEWS
CHARLOTTE AMALIE
VIRGIN ISLANDS
DAILY
DEC 5 1977

HULA COMES TO 'Sesame Street' from Hawaii's Moloaa Beach this season. Bob (Bob McGrath) and Mr. Hooper (Will Lee) attempt to pick up the rhythm of the traditional island dance from Auntie Nona (Winona Beamer), a real-life teacher of Hawaiian culture who appears in the location-based episodes to be aired during the 1977-78 season. Sesame Street is produced by the Children's Television Workshop and is seen in the Virgin Islands on Channel 12, weekdays at 10 a.m. and 4:00 p.m.

EUREKA, CALIF.
TIMES STANDARD
[illegible]

NOV 23 1977

'Sesame Street'–Daily

THE GESTURE of friendship being used here by Big Bird and Linda Bove can be understood in any language, but Bove's participation in the children's television series, "Sesame Street," is designed to give the children a chance to learn and understand the language of the deaf. Signing — the technique of spelling letters and words with the hands — is being used more and more on the show, and the program's executive director said it both entertains the children and offers them a different perspective on the world and the persons in it. "Sesame Street" is shown daily locally on KEET-TV, the public television station.

ASBURY PARK EVENING PRESS
ASBURY PARK, N. J.
[illegible]

NOV 20 1977

Big Bird (Carroll Spinney) and Bob (Bob McGrath) on location in Hawaii for an upcoming "Sesame Street" episode.

Sesame Street Goes to Hawaii

Sesame Street, the award-winning series for preschool children, launches its ninth season Nov. 28 with three expanded curriculum areas — pre-reading, simple health practices and pre-science.

Broadcasts will also continue to broaden the scope of its cultural diversity with a series of programs taped on location in Hawaii. Big Bird, Snuffle-Upagus and other hosts take their first airplane ride to visit Buffy St. Marie, a regular cast member, at her home on the island of Kauai. Many Hawaiians appear in the programs to highlight the culture of the islands through song, dance, ceremonies and dialogue about everyday life and customs.

The changed focus in pre-reading presentations will expand to learning sounds of letters, verbal blending and sight words and phrases.

Lewis Bernstein, associate director of research, says more time will be spent on letter sounds because preschool children often find it difficult to associate the sound of a letter with either the letter symbol or letter name.

IN THE AREA of health practices, the series will attempt to provide certain basic principles of nutrition, including nutritious foods as alternatives to snack food, information about varieties of foods and their nutritional values. Dental care and personal hygiene will continue to be emphasized.

Sesame Street will also expand programming for mentally retarded children.

"In some ways, Bernstein said, "we are ahead of the new federal laws on educating the handicapped because we have always attempted to integrate the handicapped and non-handicpaped in our show segments."

Three new foreign editions of Sesame Street will be launched in 1978, one in France, one in Arab nations and the third in Spain. More than 40 nations or territories now show the program on television.

H7

New Sesame Street Goes Hawaiian

Ever watch a pre-school child in front of the television set?

I can tell you what happens with my two-year-old, Christopher Robin.

He is glued to it, shutting out all else—for about 10 seconds.

Then he begins to squirm.

Most programs—including most of those ostensibly for kiddies—put his span of attention to the test.

THEY ARE just too slow-paced for the flip-flop mind of a toddler.

With the exception of one. That one flits around about as fast as a youngster's agile brain, and has a cast of characters that have become as familiar as cornflakes around any house with children.

The show is, of course, "Sesame Street," which begins its ninth season on public television Monday.

"Sesame Street" is the show that instructs and entertains, with such loveable characters as Big Bird, Oscar the Grouch, Bert and Ernie and the Cookie Monster.

The program airs here at 11:30 a.m. and 5 p.m. Monday through Friday and 8 and 10:30 a.m. Saturdays—as if anyone with toddlers around the house didn't know.

THE POPULAR children's show also goes Hawaiian for some of its new season episodes.

The cast visited Buffy St. Marie, a regular guest on the program, at her home on Kauai, and taped a number of upcoming shows there.

During those segments Big Bird becomes "Manu Nui" and Oscar becomes "Nuha" (the sullen sulky one). And the show itself is "Ala Kekame" (*Sesame Street*).

These segments include some dramatic mountain and seashore locales on the Garden Isle and feature a number of Hawaiians illustrating Island culture through song, dance and ceremonies.

Sponsorship of the new "Sesame Street" season is being provided wholly by the Honolulu Advertiser. The newspaper previously had partially funded the program here. "We felt this is the kind of contribution we would like to make to the children of Hawaii," said a spokesman for the newspaper.

DURING THE new season "Sesame Street" will also put increased emphasis on pre-reading skills and health practices, said Lewis Bernstein, the program's associate director of research.

"The changed focus in the series' pre-reading presentations will expand from the initial steps of the written and spoken sound to include the rudiments of reading as typified by verbal blending," he said.

More time will be spent on letter sounds "because children do not necessarily associate the sound of a letter with either the symbol or the letter name as well as they recognize the association between the symbol and the letter name," he added.

CHRISTOPHER Robin would never understand that. But he might learn to read.

The increased emphasis on health practices will spotlight alternatives to junk food and a new Muppet—Guy Smiley the dentist—who attracts the ultimate patient, another Muppet who is all tooth.

"Sesame Street" won its 10th Emmy this year. It is broadcast daily on 272 PBS stations.

—*Roger Wise*
Star-Bulletin

Winona Beamer gives a hula lesson to Sesame Street's Bob McGrath and Will Lee during taping of some episodes at Waioaa Beach on Kauai. A full week of Island-based shows will air in January, with other segments from the Islands scattered throughout the year. The popular children's program airs here on KHET.

The Mountains of Kauai form the backdrop for this photo of Big Bird and Bob McGrath of 'Sesame Street,' which begins its ninth season this week. A number of upcoming shows were taped at Island locations.

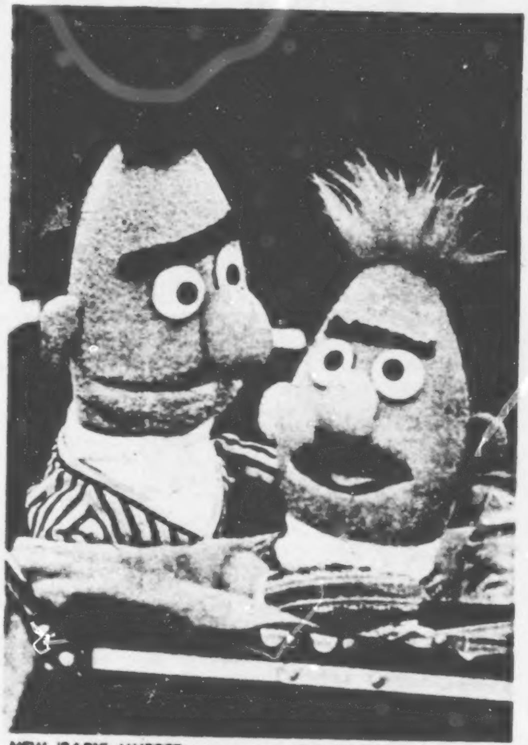
HONOLULU, HAWAII
STAR BULLETIN &
ADVERTISER

DEC 4 1977

KEYSER, W. VA.
MINERAL
NEWS-TRIBUNE
D. 4,000

1 9 1977

'Sesame Street' Beyond TV, Curriculum Is Reinforced



NEW 'BABY' MUPPET appears on TV's "Sesame Street" this season in the person of "Bart." His resemblance to the familiar character at left is purely intentional. He's the nephew of Bert, the stoical straight man on the educational TV series. The two are perfect in the role of teaching the curriculum goal of "same and different." Sesame Street, broadcast daily at 4 p.m. on Cable Channel 12, enters its ninth season November 28.

An unusual outreach effort designed to promote parental and teacher awareness of television's "Sesame Street" and to reinforce the curriculum of the educational series beyond it's daily TV presence will be supplemented in several important ways during 1977 and 1978.

Under the auspices of the Children's Television Workshop, the utilization program – unique for a national TV program – serves day care centers, schools, parents and children at home and specialized viewing programs in such places as prisons.

Evelyn Davis, CTW vice president for Community Education Services, announced that four publications (three of them new) would be made available during the season. Each is based on the series' curriculum goals and is designed to assist educators and parents working with preschool children in formal and informal learning environments.

- A monthly "Scripts Highlights" including program summaries, suggested educational activities for children with special needs and brief information about the series including guest performers ($5).

"Sesame Street Activities," a book that was first published last fall, will again be available in separate English and Spanish editions. The book is a companion reference that can be used with or without the "Scripts Highlights." It provides numerous suggestions for pre-and post-viewing activities ($2).

A manual titled "Sharing the Street," designed for people who work with children with special needs, such as blindness, deafness, mental retardation and other handicapping conditions. An important aspect will be information on how ordinary games can be adapted to meet the needs of children with developmental problems. (For example, by embedding a bell in a ball, children who are blind can play most ball games because they can hear where the ball is.) "Sharing the Street" will contain activities that revolve around teaching all children to understand the individual differences among people ($2).

The "Muppet Gallery" is another new publication from CES. It will include a read-aloud story about Muppet characters that will show how they act as vehicles in helping children develop social skills, such as cooperation, resolving conflicts, entering social groups and the series' other affect goals. it will also include suggested activities relating to these goals and full-color photographs of the major Muppet characters ($1).

Mrs. Davis stresses that these publications are available at cost from the Community Education Division, Dept. A, CTW, 1 Lincoln Plaza, New York, NY 10023.

Target: Young Parents

Mrs. Davis said outreach among young parents is becoming more important as a new generation of parents emerges in the late 1970s.

CES plans to give more attention to these new parents who are unfamiliar with many aspects of early childhood learning and who, though they accept Sesame Street as a part of everyday life, are often unaware of the roles they can play in making it significant through viewing with the children and off-screen reinforcement of its lessons. CES also intends to show parents who are disturbed about the influence of TV on children how the medium can be used constructively.

The Workshop is also working with the State Department of Social Services in West Virginia, South Carolina and Texas in training people who are in home day care situations.

Prison Projects Expand

A nationwide project involving federal and state prisons, begun three years ago in Texas, continues to receive widespread attention. It's effectiveness in several prisons across the country has led to requests from numerous other federal and state prisons to establish similar programs. Basically, the program uses Sesame Street to help entertain and educate the children of inmates on visiting day and uses volunteer inmates as tutors.

Projects are already established in Bedford Hills, N.Y., Lexington, Ky., Lompoc, Calif., Alderson, W.Va., Butner, N.C. and at the Metropolitan Correctional Institution in New York City. The programs in Fort Worth and Seagoville, Texas also continue.

A further educational benefit of the programs is the cooperation of several community colleges and universities in offering courses in early childhood development or early childhood education to the inmate volunteers.

At the Federal prison in Lompoc, where two programs are now in operation, nearby Allen Hancock Community College offers an eight-week course in early childhood education. Sixty volunteers at Seagoville have already completed a three-credit course in child development offered by Eastfield Community College in Eastern Dallas.

Harper & Row, publishers, are distributing a film documentary, "Sesame Street Goes to Prison" along with a manual explaining how the project can be set up. It will be distributed to law enforcement agencies, criminal justice programs and other interested groups.

10 Pt IV—Wed. Dec. 21, 1977 Los Angeles Times

INMATES 'BABY SIT'

Sesame Street Behind Bars

BY DA[illegible]EHRENS

[illegible]

NEW YORK—Jimmy Brown, now finishing a three-year sentence for stock fraud, had not expected prison life to be like this: a giggling child, sitting on his lap, calling him "her best friend." An 8-year-old named Irene was also surprised the first time she came to the Manhattan Correctional Center, the city's new federal prison. She had come to visit her father and found Sesame Street instead.

In a pastel-shaded room filled with toys, children's drawings and a TV set, Irene sat on Jimmy Brown's lap. She had visited her father for a few minutes and now she played with an Oscar the Grouch puppet. Nearby, her 5-year-old sister, Gia, was looking high and low for the Cookie Monster, aided by another inmate, Frank Cook. The only guard at the door had an unmistakable profile: a 6-foot-high cutout of Big Bird.

Big Bird was holding a placard that read: "Sesame Street parent-child center."

A day-care center inside a prison? A few years ago, the concept would have been considered revolutionary. Now, many prison officials consider it almost essential, especially as visiting hours have been lengthened and liberalized at many institutions. So today, there are Sesame Street centers, staffed by inmates, for visiting children in eight federal prisons across the country, with plans now calling for similar centers at almost all of the U.S. government's 37 prisons.

Television Workshop Project

The extension of Sesame Street behind bars has come about through an unlikely partnership linking the Federal Bureau of Prisons and Children's Television Workshop, creators of the children's program. It all began three years ago, almost by accident, according to Norman Carlson, director of the Federal Bureau of Prisons. In the past, Carlson said, visiting children were usually confined to crowded and noisy waiting rooms in prisons, usually bored and restless, often disruptive and a problem for their parents, other inmates and staff. (One prison officials said, "You get tired of pulling children's arms out of Coke machines.")

Three years ago, Mary Green, a Texas coordinator for CTW, happened to visit a federal prison in Ft. Worth and witnessed the chaos. She immediately suggested an experiment: A day-care center for visiting children, to be run by inmates under the direction of a professional counselor, who would use the Sesame Street programs to entertain and instruct the children.

For parents, the day-care center would mean that their visit would not be disturbed by restless children bored by adult talk. Since 1974, more than 100 inmates, trained in the fundamentals of child-caring, and more than 300 children have participated in the pilot program at two Texas prisons. The program was subsequently extended to Manhattan and to prisons in North Carolina, West Virginia, Wisconsin, California and Kentucky. In Manhattan, for instance, the center is open from 8:30 a.m. to 3:30 p.m. on weekends and for three midday hours on three days during the week. Through the day, the inmates on duty ("tutors" they are called) can call up taped segments from Sesame Street programs or, for older children, from The Electric Company. The prison tutors then help to reinforce some of the learning experiences, according to Joan Gans Cooney, president of CTW.

The prison program, she went on, provides children with "a magical blend of entertainment and education." But more than that, under the personal attention of their tutors, there is "an extra benefit, a sense of caring in a circumstance that once was at best aimless and awkward."

Cooney was asked if the program made prison visits too much like fun. She answered briskly:

"Most of these children understand this isn't school. They've been through traumatic experiences—the split-up of their homes, their fathers or mothers going away, then visiting them and having to leave that parent again. They know exactly what's going on and it is not fun. But we are in the prisons because that's where the children are, and it's a great opportunity to provide learning experiences and a chance to interact with adults. But they are not fooled for a minute."

When the Sesame Street Center opened for business in New York, Jimmy Brown and fellow tutors Frank Cook and Vinnie Ciardello were on duty. Little Irene and Gia were the first to arrive at the Center after a quick visit with their father.

Unlike some children, she and her sister did not think they were visiting a school or hospital. Their mother had told them their father was in prison. But, like most youngsters caught up in Sesame Street fantasy, they did not mention the subject.

The Start of Something Big

"If I was asked about myself and why I was here," Brown said, "I'd just say that I made a mistake. But no one asks. So we go along with what the child wants to believe. Sometimes they'll ask why you're in the 'hospital' or are you getting better or do you know their father? It's a big place,' I'll say, if I don't know him. But they don't ever seem sad here. Most of the time, when visiting hours are over, they don't want to leave."

Brown had been married before he got into trouble with the law, and his children are now 17 and 19 years old. "I'll tell you this," he said, "If I had had this experience a long time ago, I know I would have related to my own kids a lot better than I did." He is now 41 and had remarried just before he began his three-year sentence; he and his wife plan to start a new family when he is released soon, he said. But he doesn't want his children to visit him: "We're not in touch. I'd rather they didn't come here."

He is happy about his "new" children, about 50 of them who come to the center weekly. "These kids, they come in a few times, and they start a definite relationship. Right away, they start looking for you. Where's Jimmy? Where's Vinnie? Where's Frank? And if you're not there, they're disappointed. We have our favorites, too, but we never show it. Me, I like the rough kids. Growing up on the Lower East Side, I relate to them."

"Are you Big Bird?" Gia asked him again.

"You've come to visit me," Brown grinned. Gia smiled sheepishly.

Earlier, a television film, "Sesame Street Goes to Prison," was screened by the visiting officials. Filmed in Texas, it depicts the early days of the day-care experiment and the training course each of the inmates must undergo. One sequence shows a group of inmates and children singing a song about cows. "How do you milk her? Swish! Swish! Swish!" went the lyric. Inmate Frank Cook was asked how he felt singing such songs. "Not embarrassed at all," said Cook, in prison for stealing a car. Like his fellow tutors, he was carefully screened before entering the program.

According to prison officials, the inmates tend to apply even higher standards in screening fellow applicants for the program than the prison staff does. An inmate with prior teaching experience is rare, but now many are thinking about possible careers in the child-care field on the outside. "With a careful selection there is no reason why this idea couldn't work in state prisons too," said Peggy Frandsen, assistant to bureau director Carlson. "These people really care about kids."

In the film, one of the Texas prisoners tried to sum it up: "If they grow up and be like we are, how can the world become better?!!"

Sesame Street travels to Hawaii

Singer Buffy St. Marie welcomes Big Bird to Hanalei National Wildlife Refuge with a lei, of course.

When Sesame Street was introduced to television nine years ago, many viewers criticized it as "too sophisticated" or "an impossible dream," but others accepted it and praised it loudly.

It has become a staple in millions of homes across the country and it even has won over some teachers who were afraid programs like this would take their jobs.

The public television network wisely waits until all the new commercial programs have been started for the season and then starts its own new season. This season will be the ninth for Sesame Street, which will begin its new programs Nov. 28.

"We will put increased emphasis on pre-reading skills and health practices during the new season," said Jon Stone, executive producer, during a telephone interview.

"The first program of our new season will feature events in Hawaii, which is the second major location for us. We did the first one in New Mexico and it was well received. We took the whole cast to Kauai Island at the invitation of Buffy St. Marie (a regular guest on the street.) She lives on the island."

They taped five major shows on the island and will use some footage as inserts in other segments during the season. Producing the program in the islands gave the makers of Sesame Street an opportunity to use cultural diversity for teaching some lessons. .

"We also have Snuffle-Upagus (a fantastic creature) talk about a mountain on the island that has the same shape as he does. We also talk about a cave on the island, which gives us a chance to talk about myths and legends," Stone said.

Regarding the pre-reading aspect of the series, Lewis Bernstein, associate director of research, says more time will be spent on letter sounds "because children do not necessarily associate the sound of a letter with either symbol or the letter name as well as they recognize the association between the symbol and the letter name."

The expanded health aspect of the series will feature a tooth muppet and a muppet with a tooth brush, according to Mr. Stone. These muppets will show young children how to brush their teeth, but much of the program also will focus on benefits of eating a variety of foods as other choices from snack foods.

Sesame Street now will be on 272 channels. It is telecast two or three times a week on some channels and has a larger number of channels than any of the commercial programs, according to industry information.

Deseret News
SALT LAKE CITY, UTAH

COLORADO SPRINGS, COL.
SUN

NOV 27 1977

'Sesame Street':

New season to debut on PBS-TV

"Sesame Street," a leader in innovative television programing for pre-schoolers, will put increased emphasis on pre-reading skills and health practices during its ninth season which begins Monday, Nov. 28. The series will also expand the curriculum area of cultural diversity with programming cased in Hawaii.

Big Bird, Snuffle-Upagus and other hosts take their first airplane trip on the series to visit Buffy St. Marie, a regular guest on the street, at her home on the island of Kauai. The five programs videotaped there will illustrate a different culture and the multiculturalism of Hawaiian society. Many local residents are included against the backdrop of the "garden island's" mountains and Pacific shores.

The changed focus in the series' pre-reading presentations will expand from the initial steps of the written and spoken sound to include the rudiments of reading as typified by verbal blending. Lewis Bernstein, associate director of research, says more time will be spent on letter sounds "because children do not necessarily associate the sound of a letter with either the symbol or the letter name as well as they recognize the association between the symbol and the letter name."

The expansion of the health practices curriculum entails presenting the basic principles of nutritious alternatives to the typical snack foods will be included. Among other things, Muppet character Guy Smiley plays a dentist who attracts the ultimate patient — another Muppet that is all tooth.

Programming for the mentally retarded, introduced in the series' seventh season, will reflect the changes in Federal law regarding the education of the handicapped which now requires that they be "mainstreamed" in regular classes. "In some ways," Berstein says, "we are ahead of these laws, because we have always included handicapped children in street scenes and activities with non-handicapped youngsters." In this area, there will be a decided move away from just the physical activities of the initial season to activities in the arts and cognitive curriculum.

Another change during the new season is a re-formulation of existing goals, such as man-made and natural environments to take in elementary scientific thought processes and scientific contents under the ruberic of pre-sciences.

'SESAME STREET' TO HAWAII—Oscar the Grouch from TV's 'Sesame Street'' laments the clean air to the amusement of Bob (Bob McGrath) and Maria (Sonia Manzano) and their Hawaiian friend, Samson Mahuiki. The series visits the Pacific state this coming season.

SLIDELL, LA.
SENTRY NEWS
DAILY

NOV 23 1977

NEW 'BABY' MUPPET appears on TV's "Sesame Street" this season in the person of "Bart." His resemblance to the familiar character at left is purely intentional. He's the nephew of Bert, the stoical straight man on the educational TV series. The two are perfect in the role of teaching the curriculum goal of "same and different."

Easton Express
EASTON, PA.
D. 51,875

NOV 19 1977

SESAME STREET TO HAWAII — Oscar the Grouch laments clean air to the amusement of Bob and Maria and their young Hawaiian friend in a visit to the Pacific state during the forthcoming season on TV-39.

ST. LOUIS POST-DISPATCH
ST. LOUIS, MO.
D. 275,121 SUN. 455,122

DEC 1 3 1977 Gfka

john archibald

tv comment

'Sesame' Defender

BEWARE, Eda LeShan. Take cover. Batten your diagnostic hatches. The "Sesame Street" gang is coming after you with a take-no-prisoners look to them.

You, Mrs. LeShan, a prominent children's psychologist, heaped scorn upon the pride of public television's daytime schedule, "Sesame Street," in the current Post-Dispatch Television Magazine. Now you must face the wrath of Oscar the Grouch and Cookie Monster and Kermit and Grover and Big Bird and many more fistfuls of Muppets.

These stars of the Channel 9 show have appointed Edward Palmer, vice president for research for Children's Television Workshop, to fire the first oral response to your accusations. (The slings and arrows come later. Bert and Ernie have a contract on you.)

The gist of your criticism, Le Shan, was that "Sesame Street" wrongs pre-school children by cluttering their brains with letters and numbers when they would be better off playing. The values of unorganized play for youngsters have been overlooked by the Sesame programmers, you charged. It appeared that you were suggesting a reversal of the fabled command — that you are ready to say, "Close, Sesame!"

Palmer, who was involved in research in the learning processes of young children in the Oregon educational system and at Florida State University before getting in on the planning of "Sesame Street" eight years ago, seemed to be familiar with your accusations when we talked on the phone. A couple of times, in fact, he referred to you as "Eda," but I wouldn't let that throw you off your guard. It's Bert and Ernie you have to watch for.

"WE DON'T DISAGREE with Mrs. LeShan on the importance of children's play," Palmer said. "Children's Television Workshop has never been asked to take an official position on play, but I'm sure it would be favorable. We stress its values in messages to parents.

"The important thing to note here is that the amount of time children spend watching television has not gone up since 'Sesame Street' appeared. Nielsen surveys show this. Children do need a greater variety of experiences than they receive, because they watch television too much, but that isn't the fault of 'Sesame Street.' What we offer is an alternative to mindless TV."

The CTW executive expressed concern that psychologist LeShan implied that 'Sesame' devotes itself only to learning letters and numbers.

"Eda knows better than that," said Palmer. "More than half of each show is devoted to teaching the importance of co-operation, cultural diversity and the ability to look at things from the perspective of others. We suggest to youngsters how they might accept persons who are mentally or physically handicapped. And we discuss emotions and how to deal with them."

One of the benefits of "Sesame Street," Palmer believes, is its ability to make parents conscious of the importance of early childhood education. By showing a parent that a youngster is interested in learning, the theory goes, the TV show helps persuade parents to make such efforts by reading to the child, explaining things and creating new experiences.

"Mrs. LeShan writes for an middle-class audience," Palmer added. "She ignores the needs of children from low-income ethnic minorities when she knocks the need for preschoolers to learn about letters and numbers. One-third of the homes in these groups have no children's books in them. Where else will these children be exposed to the kind of learning that more fortunate children acquire without being aware of it?"

Cookie Monster and Big Bird nodded in agreement when Palmer finished. Bert and Ernie weren't around by that time. Beware, Mrs. LeShan.

BIG BIRD AND BOB — Big Bird (Carroll Spinney) and Bob (Bob McGrath) from "Sesame Street" team up for a sequence on the verdant Hawaiian island of Kauai this season. Hosts from the daily educational-television series for preschoolers celebrate the "aloha spirit" during special location-based episodes to be broadcast on PBS during the 1977-78 season. "Sesame Street" is seen [illegible]

KILLEEN, TEXAS
HERALD
D. 8,500

NOV 2 7 1977

This Afternoon In North Carolina

WASHINGTON, N.C.
NEWS
D. 6,500

By GILL NOBLITT

Daily News Bureau
Assn. Afternoon Dailies

NOV 28 1977

Legislators Puzzled Over ETV Shortfalls

RALEIGH — Sesame Street has created a rumble in the mountains of western North Carolina which is being heard in the halls of the State Legislative Building.

It isn't anything that the popular children's television program aired; rather, it is that a lot of Tar Heels can't get the program on their TV sets.

State Rep. Liston B. Ramsey, D-Madison, is head of a special study committee just set up by House Speaker Carl J. Stewart, Jr., D-Gaston, to look into the matter.

"We're not concerned with what programs they run, how they run them, or what time of day they run them," Ramsey said of the study. "What we are talking about is how we can see to it that more people can see the programs."

Sesame Street appears on public television. The system is operated by the University of North Carolina with transmitters across the state which officials claim can reach up to 98 per cent of the population.

"That just isn't the case," says Ramsey. "An awful lot of people in the mountains can't get the channels. . . and we're not the only area left out."

Major Gaps

Actually, the transmitter pattern for the university network leaves a big hole in the southwest corner of the state, and smaller gaps in the northeastern counties of Vance, Warren, Halifax, and Northampton; and in the south-central section including Robeson, Scotland, Richmond, and Moore counties.

The problem is compounded by the fact that most educational or public TV is broadcast on the ultra-high frequency band. The usual commercial frequency (very-high frequency) reaches longer distances, and can move up, down or around obstacles.

The ultra-high transmittals follow a straight line. That means shorter distance because of the curvature of the earth; and even more problems in mountainous sections where people who live in coves can't get a signal even though within range.

Conditions are further complicated by the fact that many people simply don't have proper television sets or antennaes for picking up the public TV programs.

An Asheville commercial station broadcast Sesame Street as a public service, but decided to drop it since it produced no income, and was available on the public stations.

That created a furor, says Ramsey, with people demanding some way to see the show. The commercial station agreed to keep the program on the air for several months longer, leaving it to the state to figure the next step.

"It's a technical problem. We must try to pinpoint the locations and identify the problems, then figure what to do to get television in there . . . and how much that would cost," Ramsey said.

90 Days

Speaker Stewart asked the new committee to report back within 90 days for consideration in the 1978 session of the General Assembly.

"There presently exist numerous gaps in many western and eastern districts of North Carolina in the coverage of the Educational Television Network.

"In addition, there are counties (including Gaston) which receive inadequate service. . ." Stewart said.

Alternatives for study by the legislators include more transmitters, translators to beam relayed signals into trouble spots, use of cable systems, and special video cassette systems for schools which don't receive a good signal.

Only some 930 of the state's 2,000 public schools are receiving the educational television broadcasts. School officials say school use would improve if the signal were more easily available.

FORT MYERS, FLA.
NEWS PRESS

DEC 12 1977

Area kids deserve Sesame Street

Editor, News-Press—

This letter is written to express my great dissatisfaction, not only with the program director at WINK-TV, but with the entire staff who made the decision to take Sesame Street off the air.

By doing so this shows that their concern for the youth in our area is only lip-service, and not factual.

Sesame Street has helped so many preschoolers to learn by having fun, as well as giving them entertainment made especially for them — which there is so little of on commercial stations.

I think WINK-TV was showing very poor judgement by removing Sesame Street from their listings.

Hopefully, all parents reading this will ban together and write to WINK-TV to also show their disappointment.

I think Channel 11 is showing their lack of care and consideration of the young generation, and I firmly believe that our children deserve better treatment than what this station is showing them!

I sincerely hope Channel 11 will reconsider their decision to remove a show which has such a powerful teaching capacity for the preschool generation.

PATRICIA K. ANSTETT
Port Charlotte

'Sesame Street' production roles

NEW YORK — Al Hyslop has been appointed the producer of "Sesame Street," taking over from Dulcy Singer, who has been "Sesame Street's" producer for four years.

Singer will be the producer of several television specials marking the 10th anniversary of the series in 1978. Jon Stone is executive producer to the series and specials.

DEC 12 1977

Preschoolers need Sesame Street show

Editor, News-Press—

As a mother of a preschool child, knowing the lack of quality in the educational system in this state, I, like E. Carey Slay, fail to understand how Merv Griffin has been given prevalence over Sesame Street.

I feel that it should be returned to morning television, as I have observed the positive effect it has had on the young viewers.

If children can understand that learning can be fun as well as beneficial and necessary, this attitude might be carried over by them when they enter school.

Please allow Big Bird and his crew to teach and reach our children.

PHYLLIS B. TOWNE
Cape Coral

Hyslop To 'Sesame St.'

Al Hyslop has been named producer of "Sesame Street" by Children's Television Workshop. Dulcy Singer, producer of the show for 10 years, will produce specials marking the kiddie show's 10th anni.

A longtime producer for CBS-TV, Hyslop worked mostly for "Captain Kangaroo" and moved to Robert Keeshan Associates, the show producer, as a v.p. In 1972, he became producer of the bilingual "Cancion De La Calle" for public tv. He has also been a consultant on kidvid.

PLAQUEMINE, LA.
POST
W. 3,850

OCT 6 1977

Outstanding children's TV

"The Electric Company," awarded its third Emmy this year by the National Academy of Television Arts and Sciences as the outstanding children's informational series on TV, opens its 1977-78 season on Monday, October 17.

'ELECTRIC COMPANY' DOUBLES . . .

The eight-member repertory cast of TV's "The Electric Company" presents an individual and collective image. The daily educational series enters its seventh season Monday, October 17, on the 272 stations of the Public Broadcasting Service. Company includes Rita Moreno as the movie director at the center and, clockwise from the top, Danny Seagren as Spider-Man; Skip Hinnant as Fargo North, Decoder; Hattie Winston as Valerie the Librarian; Judy Graubart as Jennifer of the Jungle; Jim Boyd as Paul the Gorilla; Luis Avalos as Igor; and Morgan Freeman as Easy Reader. The series, produced by the Children's Television Workshop, teaches basic reading skills to seven-to-ten year olds.

The acclaimed public broadcasting series, designed to teach basic reading skills to elementary age youngsters, returns to the air buttressed not only with new honors but with news from a nationwide school survey showing that its classroom applications to teach basic reading skills continue at a high level.

The new study by the Research Triangle Institute (RTI) found a widespread use of the daily series among first graders in addition to the large audience of second through fourth grade students who were the show's original target audience.

Much in evidence in this year's 130 half-hour programs is "The Short Circus," the resident rock group, whose purpose is to motivate viewers to acquire reading skills. The popular superhero, Spider-Man, is also on hand to aid in the teaching process. He uses speech balloons to communicate, thereby providing viewers with a device with which they are familiar through comic books.

The Electric Company's repertory cast includes such familiar characters as Pandora (the Brat), Valerie the Librarian, Easy Reader, Dr. Doolots, Jennifer fo the Jungle and her sidekick Paul the Gorilla and Fargo North, Decoder.

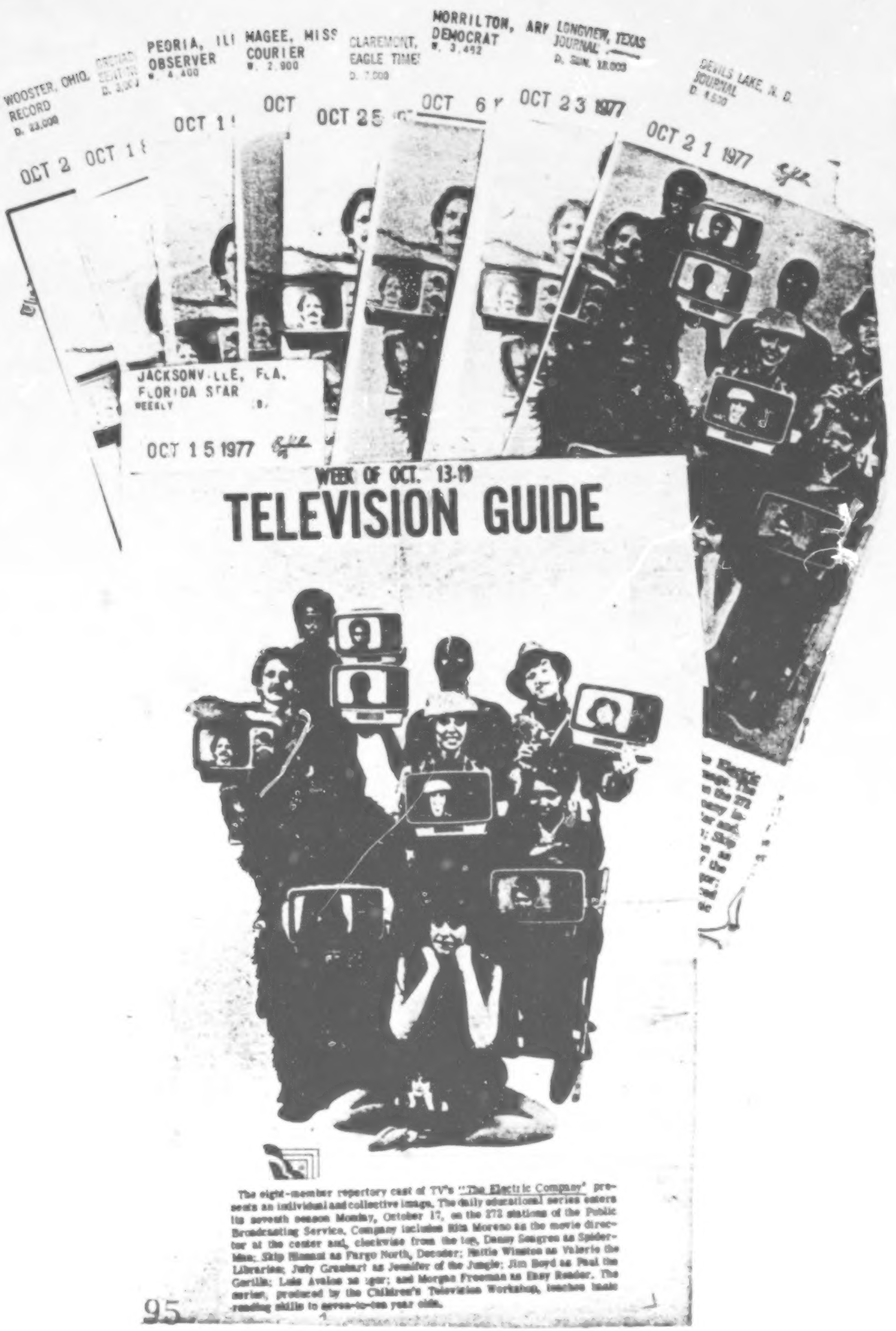
The series' adult repertory cast members include Rita Moreno, Hattie Winston, Morgan Freeman, Luis Avalos, Judy Graubart, Jim Boyd and Skip Hinnant, each of whom plays several roles, and Danny Seagren as Spider-Man. Bill Cosby and Lee Chanberlain continue to be seen in segments created in previous seasons. Members of the Short Circus are June Angela, Rejane Magloire, Rodney Lewis, Janina Mathews and Todd Graff.

The Electric Company is seen in school by an estimated 2.75 million viewers. It is the most widely viewed in-school program in television history.

Early data on the new nationwide in-school survey undertaken by RTI show that 20.3 percent of the nation's schools are using the series for some students in grades one through six and that 22.5 percent of first graders are using it. While the older grade target audience has remained fairly stable, the unexpected first grade viewership shows an increase of 62 percent over a similar study done in 1972.

The Electric Company is funded by grants from the U.S. Office of Education, PBS member stations with the Corporation for Public Broadcasting, the Ford Foundation and the Carnegie Corporation.

-2



WOOSTER, OHIO.
RECORD
D. 23,000

OCT 2

GRENADA
SENTINEL
D. 3,0

OCT 1

PEORIA, ILL
OBSERVER
W. 4,400

OCT 1

MAGEE, MISS
COURIER
W. 2,900

OCT

CLAREMONT,
EAGLE TIME
D. 7,000

OCT 25

MORRILTON, ARK
DEMOCRAT
W. 3,492

OCT 6

LONGVIEW, TEXAS
JOURNAL
D. SUN. 18,000

OCT 23 1977

DEVILS LAKE, N. D.
JOURNAL
D. 4,530

OCT 21 1977

JACKSONVILLE, FLA.
FLORIDA STAR
WEEKLY

OCT 15 1977

WEEK OF OCT. 13-19

TELEVISION GUIDE

The eight-member repertory cast of TV's "The Electric Company" presents an individual and collective image. The daily educational series enters its seventh season Monday, October 17, on the 272 stations of the Public Broadcasting Service. Company includes Rita Moreno as the movie director at the center and, clockwise from the top, Danny Seagren as Spider-Man; Skip Hinnant as Fargo North, Decoder; Hattie Winston as Valerie the Librarian; Judy Graubart as Jennifer of the Jungle; Jim Boyd as Paul the Gorilla; Luis Avalos as Igor; and Morgan Freeman as Easy Reader. The series, produced by the Children's Television Workshop, teaches basic reading skills to seven-to-ten year olds.

BECKLEY, W. VA.
REGISTER
POST-HERALD
SAT. 28,000

OCT 02 1977

'Electric Company' Continues Widespread Use In Classrooms

A new survey of the nation's schools reveals that "The Electric Company" continues to enjoy widespread use. Initial results of the survey conducted during the 1976 - 77 school year by the Research Triangle Institute (RTI), report that the series' estimated in - school audience of 2.5 million has held up despite drops in elementary enrollment.

The daily series is produced by the Children's Television Workshop and is broadcast on the 272 stations of the Public Broadcasting Service. It was designed for seven - to - ten year olds who have difficulty reading and has the distinction of being the most widely viewed classroom series in the history of television.

The RTI survey is the third in a series of in - school studies carried out since the program first went on the air in 1971. One unexpected finding is that there is a substantial increase in The Electric Company use among first graders with 22.5 percent now viewing the series in school, an increase of 62 percent over 1972.

In the survey, 99 percent of the principals questioned said that the series was equally useful for all types of students. Dr. Edward L. Palmer, CTW vice president for research, calls this "a remarkable vote of confidence in the series." On the other hand, fewer than one percent of the principals questioned said that the series was not very useful for any type of student.

The survey looked at schools that took part in the initial school survey in 1972. This number includes many schools that do not have the technical ability to use the program and does not include schools that have opened since 1970. The RTI data indicates that 29.3 percent of all U.S. schools surveyed use the series for some children in grades one through six.

Dr. Palmer points out that although the school population has decreased since 1972, the series is still holding its own in terms of total in - school audience. He adds that the percentage of schools using the program increases to 57.4 when only one with the technical ability to receive the series are considered.

While the level of usage is down in grades four, five and six, Dr. Palmer says this is not surprising, since usage is up in the early grades and the series is intended for younger children in lower grades. In addition, most of the pupils in those upper elementary grades had probably already viewed the series in earlier grades.

At the same time, the latest at - home viewing figures from A.C. Nielsen show that the series is gaining a large audience among preschoolers. Some 34.3 per cent of households with children under 6 years viewed The Electric Company during a six - week period. In households with children ages 6 to 11, 43.3 percent tuned in.

LAS VEGAS, NEV
REVIEW-JOURNAL
[illegible]

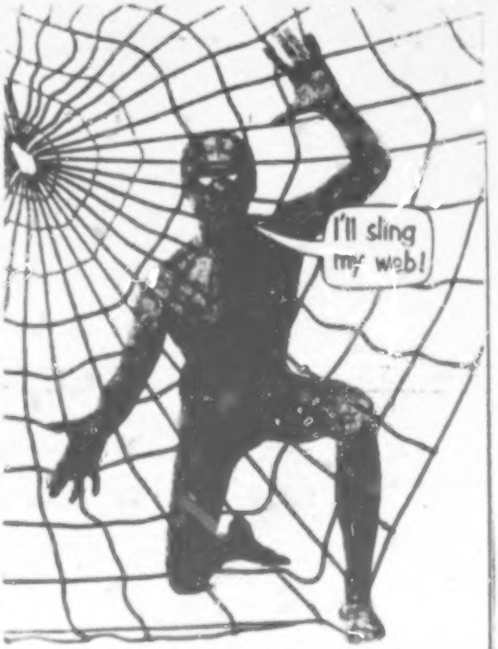
OCT 16 1977

'Electric Company' opens its new season Monday

"The Electric Company," awarded its third Emmy this year by the National Academy of Television Arts and Sciences as the outstanding children's informational series on TV, opens its new season Monday, on TV-10 (Mon. thru Fri., 4:30 p.m.).

The acclaimed public broadcasting series, designed to teach basic reading skills to elementary age youngsters, returns to the air buttressed not only with new honors but with news from a nationwide school survey showing that its classroom applications to teach basic skills continue at a high level.

The new study by the Research Triangle Institute (RTI) found a widespread use of the daily series among first graders in addition to the large audience of second through fourth grade students who were the show's original target audience.


I'll sling my web!

SPIDER-MAN
—TV-10 'professor'

Programs this year include "The Short Circus," a resident rock group whose purpose is to motivate viewers to acquire reading skills. The popular superhero, Spider-Man, is also on hand to aid in the teaching process. He uses speech balloons to communicate thereby providing viewers with a device with which they are familiar through comic books.

The Electric Company is seen in school by an estimated 2.75 million viewers. It is the most widely viewed in-school program in television history.

Early data on the new nationwide in-school survey undertaken by RTI show that 29.3 percent of the nation's schools are using the series for some students in grades one through six and that 22.5 percent of first graders are using it. While the older grade target audience has remained fairly stable, the unexpected first grade viewership shows an increase of 62 percent over a similar study done in 1972.

4

St. Petersburg Times
ST. PETERSBURG, FLA.
D. 171,773 SUN. 216,427

OCT 19 1977

Electric Company: 7 years, 3 Emmies, big audience

ON TELEVISION
JUDY SEDGEMAN

This week, *The Electric Company* plunged into children's reading problems — and into its seventh season on public television.

It brought with it three Emmy awards, Neilsen figures showing more than 80 per cent of households with children under 6 are turned on to it and reports from schools around the nation that it seems to be getting results.

The Electric Company is a Children's Television Workshop (CTW, the *Sesame Street* people) production seen locally on WEDU, Ch. 3, at 5:30 p.m. It has, like *Sesame Street*, spawned a burgeoning business in educational and quasi-educational consumer items. There's an *Electric Company Magazine*, which CTW says has a regular circulation of 300,000. There are reading books, slates, game books, activity books and even T-shirts.

YOUNGSTERS ARE clamoring for *The Electric Company's* Spider Man just as loudly as they do for *Sesame Street's* cookie monster. And youngsters are switching to *The Electric Company* at younger and younger ages. The show is targeted for the older brothers and sisters of the preschool *Sesame Street* crowd — children 7 to 10 years old — but many of the little ones are watching it. CTW this year will study the effectiveness of the show for younger age groups.

It's an interesting phenomenon that children are becoming increasingly excited by television shows aimed at their educational development now, when educators across the nation are bemoaning a general decrease in youngsters' enthusiasm for in-school instruction.

The fact is, the classroom teacher would have to become a comedian, a dramatic actor, an impressionist, a dancer, a singer and a variety of creatures — all in the space of a half-hour — to compete with the format of CTW shows.

UNDERSTANDING THAT children have short attention spans and are easily distracted from anything "hard" for them, the producers of *Sesame Street* and *The Electric Company* have adapted the old vaudeville "blackout" technique for fast-moving sequences stacked in random order to create a loud, bright, sensory bombardment.

The electronic classroom is great fun, but it can't happen in real life. No one would ever dare suggest that *Sesame Street* or *The Electric Company* are *mistakes*. They've increased the sophistication and knowledge of preschoolers and enhanced the precepts being taught in primary school.

But they may be creating false expectations in the minds of young children about what to expect from the learning process. There's just not that much pizzazz in the schoolhouse.

✓ ✓ ✓

A NEW self-improvement fad?

Channel 8 News the other night showed film clips from a "Break the TV Habit" meeting in a Troy, N.Y. church. There were all sorts of sign-carrying children wandering about, protesting televised violence and sex.

The minister running the meeting loudly proclaimed, "I throw a few good scraps in the garbage, but I don't eat out of my garbage can."

The fervor of the crowd was at its height when the minister wrapped a small portable black and white television in a blanket, then lifted it high in the air, paused, and slammed it to the floor.

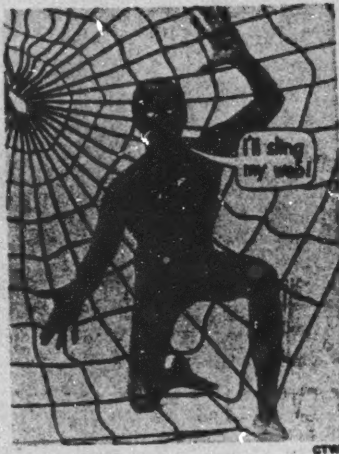
That wasn't enough. He then took a baseball bat to it, repeatedly bashing it.

The crowd cried out in ecstasy.

What was that about *television violence*?

✓ ✓ ✓

AN OLD NAME back in the news is Marshall Cleaver, a Suncoast broadcaster for 20 years. Cleaver was dismissed from WLCY, Channel 10 in April, after a long term as coanchor of what was then called Eyewitness News. Now, after several months as a salesman for 97-WFLA radio, he's on the air again. He does the morning radio news.


I'll sling my web!

CTW

The Speech Balloon, illustrated here by Spider-Man, is one of the reading experiences on 'The Electric Company,' Ch. 3.

"The Electric Company" Holds In-School Audience

ROLLING FORK, MISS.
DEER CREEK PILOT
W. 1,877

OCT 13 1977

Initial results of a new survey of the nation's schools show that "The Electric Company," the Emmy Award-winning, educational television reading series, has held its estimated in-school audience of 2.5 million despite drops in elementary enrollment. The survey was conducted during the 1976-77 school year by the Research Triangle Institute (RTI).

The series is produced by the Children's Television Workshop (CTW) and is designed for seven-to-ten-year-olds who have difficulty reading.

The RTI survey reports, however, that there is a substantial increase in "The Electric Company" use among first-graders with 22.5 percent now viewing the series in school, an increase of 62 percent over 1972.

"The Electric Company," awarded its third Emmy this year by the National Academy of Television Arts and Sciences as the outstanding children's informational series, opens its 1977—78 season on Mississippi ETV on Monday, October 17. Programs are [illegible] at 10 a.m. and at 1:30 p.m.

After six years of programming, the series enters a repeat phase in which the past two seasons of programs—260 separate half-hour episodes—will be aired at least through 1980 on the more than 270 Public Broadcasting Service (PBS) stations.

"The Electric Company's" repertory cast including the characters Pandora the Brat, Valerie the Librarian (played by Hattie Winston of Greenville), Easy Reader, Dr. Doolots, Jennifer of the Jungle and her sidekick Paul the Gorilla and Fargo North, Decoder.

CTW's Community Education Services Division has established Reading Clubs in several cities that are designed to encourage youngsters to follow up program viewing with reading. To aid groups interested in establishing Reading Clubs, CES has prepared a kit with extensive instructions including a supervisor's guide, club leader manual and a stencil for T-shirts that any group can reproduce in quantity.

5.

The Seattle Daily Times
D. 218,845 SUN. 160,623

OCT 1 6 1977

Electric Company returns

Silent Sam, portrayed by Luis Avalos, helps teach children to read on the Emmy-winning children's series, The Electric Company, beginning a new season on Channels 9 and 13 on Monday. The series, designed for seven-to-[illegible]-year-olds, is produced by the Children's Television Workshop and airs on P.B.S.

Channel 9 carries Electric Company at 10 a.m., noon and 5:30 p.m. on weekdays, 8:30 a.m. on Saturdays. Channel 13 airs it at 9:30 a.m. and 4:30 p.m. weekdays.

6.

RACINE, WIS.
JOURNAL-TIMES
SUN. 39.000 D. 39.000

OCT 1 0 1977

Silent teacher

The role of each character on "The Electric Company" is to teach reading to young viewers and Silent Sam (Luis Avalos) is no different. Though he never says a word, Sam's lessons are easily understood, as he goes through his presentations in Chaplinesque form. The reading series, which won its third Emmy this year, returns to the Public Broadcasting Service's 272 stations next Monday.

KEYSER, W. VA.
NEWS TRIBUNE-
MOUNTAIN ECHO
SATURDAY EDITION

OCT 8 1977

'ELECTRIC COMPANY' DOUBLES...The eight-member repertory cast of TV's "The Electric Company" presents an individual and collective image. The daily educational series enters its seventh season Monday, October 17--At 5:30 p.m. on WWVU-TV (Cable Channel 12). Company includes Rita Moreno as the movie director at the center, and clockwise from the top, Danny Seagren as Spider Man; Skip Hinnant as Fargo North, Decoder; Hattie Winston as Valerie the Librarian; Judy Graubart as Jennifer of the Jungle; Jim Boyd as Paul the Gorilla; Luis Avalos as Igor; and Morgan Freeman as Easy Reader.

Herald American
SYRACUSE, N. Y.
SUN. [illegible]72,873

OCT 16 1977

Electric Company returns with re-runs

Electric Company returns for the season, but no new programming is to be presented on the PBS series.

After six years, the children's series enters into a phase where the past two seasons of shows are to be given encore telecasts. The 260 episodes are scheduled to continue through 1980.

Central New York's PBS station, WCNY-TV, carries Electric Company at 1:30 and 5:30 p.m. daily.

Third Emmy Given Show

"The Electric Company," awarded its third Emmy this year by the National Academy of Television Arts and Sciences as the outstanding children's informational series on TV, opens its 1977-78 season on Monday, October 17.

The acclaimed broadcasting series, designed to teach basic reading skills to elementary age youngsters, returns to the air buttressed not only with new honors but with news from a nationwide school survey showing that its classroom applications to teach basic reading skills continue at a high level.

The new study by the Research Triangle Institute (RTI) found a widespread use of the daily series among first graders in addition to the large audiance of second through fourth grade students who were the show's original target audience.

Outreach Efforts Are Extending Series' Use

The unique Community Education Services Division continues to put its efforts into extending the reach of the series. CES has established Reading Clubs in several cities that are designed to encourage youngsters to follow up program viewing with reading.

In some instances, groups like the Boys Clubs of America have used the program as part of tutorial activity. The tutorial program, begun last year in Boston, has proved so successful that it has since extended to other parts of Massachusetts.

To aid groups interested in establishing Reading Clubs, CES prepared a kit with extensive instructions including a supervisor's guide, club leader manual and a stencil for T-shirts that any group can reproduce in quantity.

The Electric Company Guide—Activity Book, aimed at teachers, has been revised to cover the programming through 1980. This revised edition includes a volume with 60 ditto masters, phonics-based activities, crossword puzzles and a number of other follow-up activities for viewers. In addition there is a 16-page handbook giving all the show listings.

The series was created in 1971 by the Children's Television Workshop.

The Workshop publishes "The Electric Company Magazine" ten times a year, which has a regular circulation over 300,000 copies per issue.

Other print products also extend the reach of the program beyond the television screen. Eight books and four "write-on" slates have been published this year by Grosset & Dunlap, which also plans to issue two game books next year. Two volumes of "Easy Reader's Activity Book" are now in a second printing.

"The Electric Company" is the most widely viewed in-school program in television history, watched by an estimated 2.75 million viewers (in school).

Much in evidence in this year's 130 half-hour programs is "The Short Circus," the resident rock group, whose purpose is to motivate viewers to acquire reading skills. Members of the group are June Angela, Rejane Magloire, Rodney Lewis, Janina Mathews, and Todd Graff.

The popular super-hero, Spider-Man, is also on hand to aid in the teaching process. He uses speech balloons to communicate thereby providing viewers with a device with which they are familiar through comic books.

Bill Cosby and Lee Chamberlain continue to be seen in segments created in previous seasons. After six years of successful programming the series enters a repeat phase in which the past two seasons of programs— 260 episodes—will be aired at least through 1980. Samuel Y. Gibbon, Jr., executive producer, says that during this period researchers "will determine what effect repeating the programs will have on the educational effectiveness of the series."

5.

LAKELAND, FLA.
LEDGER
D. 27,000

OCT 16 1977

Award-Winning 'Electric Company' Returns

"The Electric Company," awarded its third Emmy this year by the National Academy of Television Arts and Sciences as the outstanding children's informational series on TV, opens its 1977-78 season on Monday, at 5:30 p.m. on Channels 3 and 24.

The acclaimed public broadcasting series, designed to teach basic reading skills to elementary age youngsters, returns to the air buttressed not only with new honors but with news from a nationwide school survey showing that its classroom applications to teach basic reading skills continue at a high level.

The new study by the Research Triangle Institute (RTI) found a widespread use of the daily series among first graders in addition to the large audience of second through fourth grade students who were the show's original target audience.

After six years of successful programming the series enters a repeat phase in which the past two seasons of programs — 260 separate half-hour episodes — will be aired at least through 1980 on the more than 270 PBS stations. Most stations air the program twice each day and some repeat them again on weekends. These programs include the most effective entertainment and educational techniques designed for the series since it was created by the Children's Television Workshop in 1971.

Samuel Y. Gibbon Jr., executive producer, says that during this period researchers will monitor the series to see what happens to patterns of use. "They will also determine what effect repeating the programs will have on the educational effectiveness of the series," he says.

Much in evidence in this year's 130 half-hour program is "The Short Circus," the resident rock group, whose purpose is to motivate viewers to acquire reading skills. The popular superhero, Spider-Man, is also on hand to aid in the teaching process. He uses speech balloons to communicate thereby providing viewers with a device with which they are familiar through comic books.

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The Electric Company is seen in school by an estimated 2.75 million viewers. It is the most widely viewed in-school program in television history.

Early data on the new nationwide in-school survey undertaken by RTI show that 28.2 per cent of the nation's schools are using the series for some students in grades one through six and that 22.5 per cent of first graders are using it. While the older grade target audience has remained fairly stable, the unexpected first grade viewership shows an increase of 62 per cent over a similar study done in 1972.

The expanding audience among younger children is further indicated by the latest home viewing figures from A.C. Nielsen which show that 54.5 per cent of households with children under six years tuned in to the series during a six-week period last year. Among households with children six to eleven, 62.8 per cent were tuned to the program during the same period.

The Workshop's Unique Community Education Services Division continues to put its efforts into extending the reach of the series. CES has established Reading Clubs in several cities that are designed to encourage youngsters to follow up program viewing with reading.

In some instances, groups like the Boys Clubs of America have used the program as part of tutorial activity. The tutorial program, begun last year in Boston, has proved so successful that it has since extended to other parts of Massachusetts.

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The Workshop also publishes "The Electric Company Magazine" 10 times a year, which has a regular circulation over 250,000 copies per issue.

Other print products also extend the reach of the program beyond the television screen.

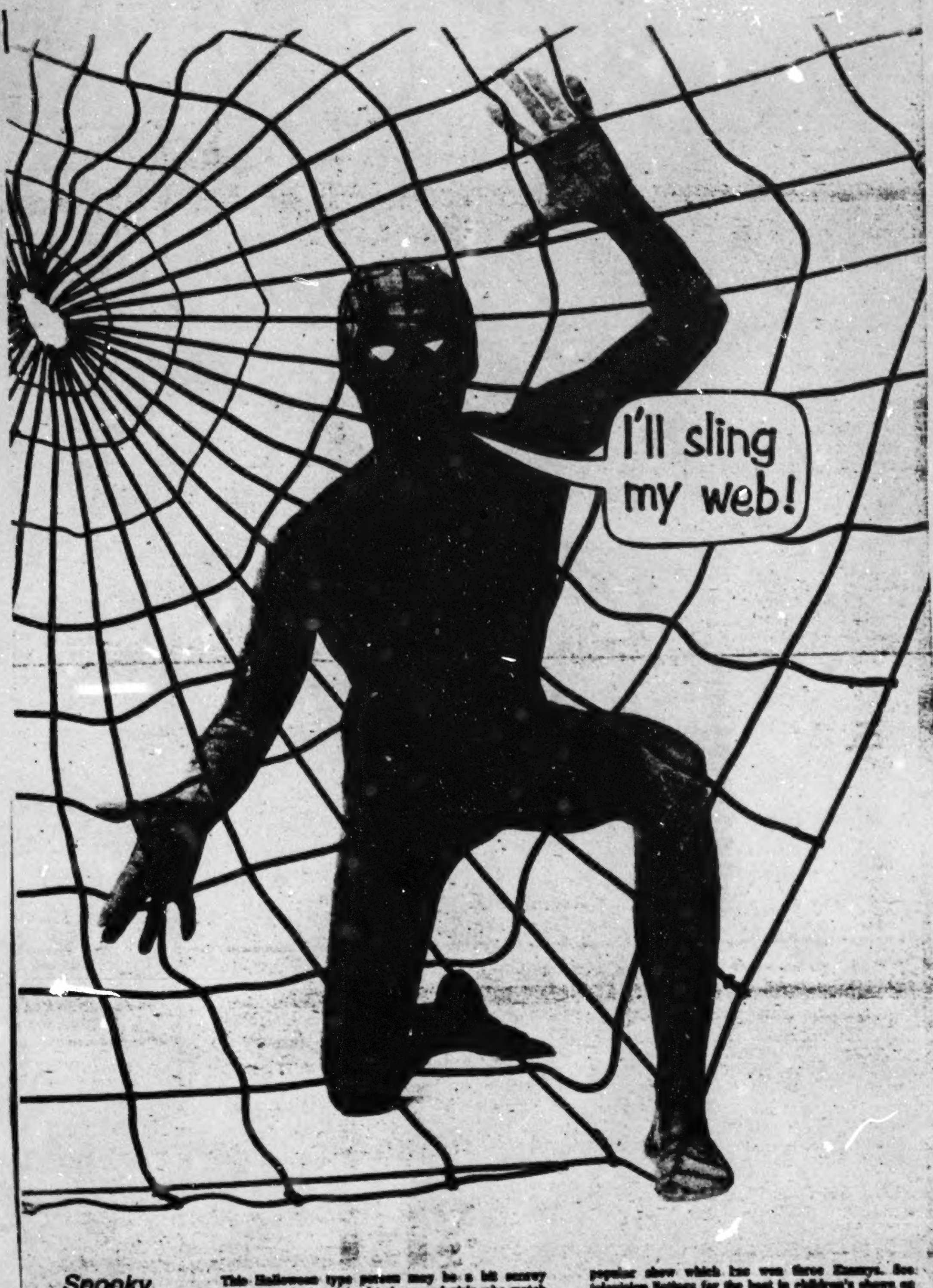
Characters from "The Electric Company," Paul the Gorilla (Jim Boyd) and Jennifer of the Jungle (Judy Graubart) are two of the popular performers in the show's current season which debuts Monday on PBS.

Sunday, October 16, 1977 THE LEDGER 37

9.

LOVELAND, COLO.
REPORTER-HERALD
D. 9,923 SUN. 9,890

OCT 29 1977


I'll sling my web!

Spooky friend

This Halloween type person may be a bit scarey looking but he is a friend to boys and girls who watch "The Electric Company" at 1:30 p.m. weekdays on Channel 6. Spider-Man helps with reading skills on the popular show which has won three Emmys. See television listings for the best in children's shows on pages 10-15 and have a Happy Halloween!

MORGANTOWN, W. VA.
DOMINION POST
D. 10,947 SUN. 18,732

10.

OCT 23 1977

'ELECTRIC COMPANY' EXTENDS BEYOND SCREENS

NOT CONTENT merely to produce and broadcast its award-winning educational television series, the Children's Television Workshop has created a unique grassroots utilization arm, the Community Education Services Division, to bolster the impact of its daily reading series, "The Electric Company," through viewing centers, local and national tutoring programs and, most recently, a network of reading clubs.

"The Electric Company," awarded its third Emmy this year by the National Academy of Television Arts and Sciences as the outstanding children's informational series on TV, opened its 1977-78 season last Monday.

The acclaimed public broadcasting series, designed to teach basic reading skills to elementary age youngsters, returns to the air buttressed not only with new honors but with news from a nationwide school survey showing that its classroom applications to teach basic reading skills continue at a high level.

After six years of successful programming the series entered a repeat phase in which the past two seasons of programs — 260 separate half-hour episodes — will be aired at least through 1980 on the more than 270 PBS stations. Most stations air the program twice each day and some repeat them again on weekends. These programs include the most effective entertainment and educational techniques designed for the series since it was created by the Children's Television Workshop in 1971.

The main purpose of the reading clubs is to encourage members, individually or in groups, to work on projects that will exercise their reading skills and demonstrate the practical value of reading in a variety of endeavors.

The clubs are intended for children seven to ten years old, the target age range of the television series. Teenagers or college students are the club leaders under the direction of supervisors.

The first successful association of this type was with the Boys Club of America, first in Boston and now in other parts of Massachusetts. In addition, clubs have been established in several states in the South under the supervision of Vista volunteers and in other New England states.

To aid groups interested in setting up reading clubs, CES has prepared a kit of materials and instructions that includes a description of the club's purposes and functions, a supervisor's guide, club leader manual, membership cards and certificate of completion. All components of the package can be reproduced in quantity.

CES also has published a tutoring guide designed for the use of teenagers in unique projects where they tutor younger kids. The guide describes the process of decoding used on the television programs, gives suggested activities and other information that the young instructors need to know about tutoring.

Meanwhile The Electric Company is being used in remedial reading classes in a vocational rehabilitation program for young offenders in Tracy, Calif. The long-standing association with the Neighborhood Youth Corps continues in a highly successful tutoring program.

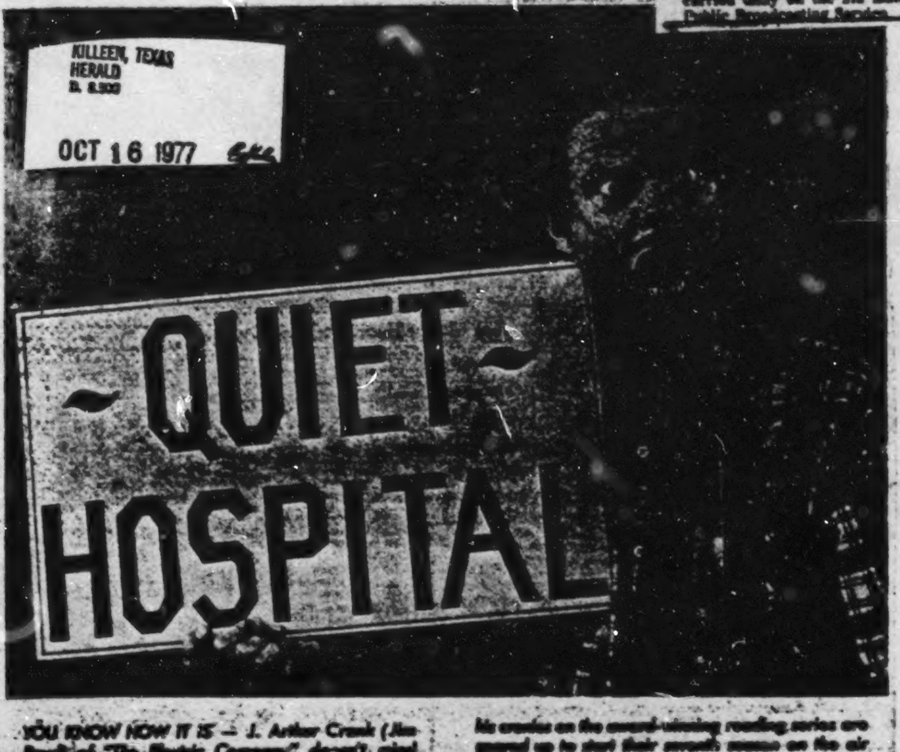
The series is also being used as part of a dental demonstration program funded by the Robert Wood Johnson Foundation. The program is aimed at six grade levels and the Workshop is providing motivational material to get children to brush their teeth daily. Characters from The Electric Company will be used for youngsters in grades five and six.

On tap for early 1978 are two game books — "Fargo North's Decoder Game Book" and "The Electric Company Game Show Book" — to be published by Grosset & Dunlap. The games in these two publications are all designed for one or more players. Eight other titles including two volumes of "Easy Reader's Activity Book" have already been issued by the same publisher.

The Electric Company is produced by the Children's Television Workshop and is carried daily on the 272 stations of the Public Broadcasting Service.

KILLEEN, TEXAS
HERALD
D. 8,300

OCT 16 1977



YOU KNOW HOW IT IS — J. Arthur Crank (Jim Boyd) of "The Electric Company" doesn't mind teaching, but his nature does not allow him to go about it quietly regardless of the lesson. Crank and his cronies on the award-winning reading series are geared up to start their seventh season on the air Monday. The award-winning series is produced by the Children's Television Workshop.

MANCHESTER, CONN.
JOURNAL INQUIRER
DAILY

OCT 15 1977

'Electric Company' Switches To Storage Power This Year

"The Electric Company," awarded its third Emmy this year by the National Academy of Television Arts and Sciences as the outstanding children's informational series on TV, opens its 1977-78 season Monday.

The public broadcasting series, designed to teach basic reading skills to elementary age youngsters, returns to the air buttressed by news from a nationwide school survey showing that its classroom applications to teach basic reading skills continue at a high level.

The new study by the Research Triangle Institute (RTI) found a widespread use of the daily series among first graders in addition to the large audience of second through fourth grade students who were the show's original target audience.

After six years of programming, the series enters a repeat phase in which the past two seasons of programs — 260 half-hour episodes — will be aired at least through 1980 on the more than 270 PBS stations. Most stations air the program twice each day and some repeat them again on weekends. PBS Channel 2 carries the show at 11 a.m. and 5:30 p.m.; Channel 57 at 5:30 and Channel 2 at 6:30.

Samuel Y. Gibbon Jr., executive producer, says that for the next three years, researchers will monitor the series to see what happens to patterns of use. "They will also determine what effect repeating the programs will have on the educational effectiveness of the series," he says.

Much in evidence in this year's 130 half-hour programs is "The Short Circus," the resident rock group, whose prupose is to motivate viewers to acquire reading skills. The popular superhero, Spider-Man, is also on hand to aid in the teaching process. He uses speech balloons to communicate thereby providing viewers with a device with which they are familiar through comic books.

The Electric Company's repertory cast includes such familiar characters as Pandora (the Brat), Valerie the Librarian, Easy Reader, Dr. Doolots, Jennifer of the Jungle and her sidekick Paul the Gorilla and Fargo North, Decoder.

The series' adult repertory cast members include Rita Moreno, Hattie Winston, Morgan Freeman, Luis Avalos, Judy Graubart, Jim Boyd and Skip Hinnant, each of whom plays several roles, and Danny Seagren as Spider-Man. Bill Cosby and Lee Chamberlain continue to be seen in segments created in previous seasons. Members of the Short Circus are June Angela, Rejane Magloire, Rodney Lewis, Janina Mathews and Todd Graff.

The Electric Company is seen in school by an estimated 2.75 million viewers. It is, its producers say, the most widely viewed in-school program in television history.

Early data on the new nationwide in-school survey undertaken by RTI show that 29.3 percent of the nation's schools are using the series for some students in grades one through six and that 22.5 percent of first graders are using it. While the older grade target audience has remained stable, the unexpected first grade viewership shows an increase of 62 percent over a similar study done in 1972.

The expanding audience among younger children is further indicated by the latest home viewing figures from A. C. Nielsen which show that 54.5 percent of households with children under six years tuned in to the series during a six-week period last year. Among households with children six to eleven, 43.8 percent were tuned to the program during the same period.

CLEARWATER, FLA.
SUN
D. 31,000

OCT 16 1977

'Electric Company' Teaches Reading

"The Electric Company," awarded its third Emmy this year by the National Academy of Television Arts and Sciences as the outstanding children's informational series on TV, opens its 1977-78 season Monday, at 5:30 p.m. on Channel 3.

The public broadcasting series, designed to teach basic reading skills to elementary age youngsters, returns to the air with news from a nationwide school survey showing that its classroom applications to teach basic reading skills continue at a high level.

Jim Boyd plays a bombastic teacher, J. Arthur Crank, on 'The Electric Company,' which begins its seventh season Monday.

The new study by the Research Triangle Institute (RTI) found a widespread use of the daily series among first graders in addition to the large audience of second through fourth grade students who were the show's original target audience.

Much in evidence in this year's 130 half-hour programs is "The Short Circus," the resident rock group, whose purpose is to motivate viewers to acquire reading skills. The popular superhero, Spider Man, is also on hand to aid in the teaching process. He uses speech balloons to communicate providing viewers with a device familiar through comic books.

"The Electric Company" is seen in school by an estimated 2.75 million viewers. It is the most widely viewed in-school program in television history.

KENOSHA, WIS.
NEWS
D. 28,500

OCT 15 1977

'Electric Co.' opens season Monday

"The Electric Company," awarded its third Emmy this year by the National Academy of Television Arts and Sciences as the outstanding children's informational series on TV, opens its 1977-78 season on Mon

The acclaimed public broadcasting series, designed to teach basic reading skills to elementary age youngsters, returns to the air buttressed not only with new honors but with news from a nationwide school survey showing that its classroom applications to teach basic reading skills continue at a high level.

The new study by the Research Triangle Institute (RTI) found a widespread use of the daily series among first graders in addition to the large audience of second through fourth grade students who were the show's original target audience.

After six years of successful programming the series enters a repeat phase in which the past two seasons of programs — 260 separate half-hour episodes — will be aired at least through 1980 on the more than 270 PBS stations. Most stations air the program twice each day and some repeat them again on weekends. These programs include the most effective entertainment and educational techniques designed for the series since it was created by the Children's Television Workshop in 1971.

Samuel Y. Gibbon Jr., executive producer, says that during this period researchers will monitor the series to see what happens to patterns of use. "They will also determine what effect repeating the programs will have on the educational effectiveness of the series," he says.

Much in evidence in this year's 130 half-hour programs is "The Short Circus," the resident rock group, whose purpose is to motivate viewers to acquire reading skills. The popular superhero, Spider-Man, is also on hand to aid in the teaching process. He uses speech balloons to communicate thereby providing viewers with a device with which they are familiar through comic books.

The Electric Company's repertory cast includes such familiar characters as Pandora (the Brat), Valerie the Librarian, Easy Reader, Dr. Doolots, Jennifer of the Jungle and Her sidekick Paul the Gorilla and Fargo North, Decoder.

The series' adult repertory cast members include Rita Moreno, Hattie Winston, Morgan Freeman, Lois Avalos, Judy Graubart, Jim Boyd and Skip Hinnant, each of whom plays several roles, and Danny Seagren as Spider-Man. Bill Cosby and Lee Chamberlain continue to be seen in segments created in previous seasons. Members of the Short Circus are June Angela, Rejane Magloire, Rodney Lewis, Janina Mathews and Todd Graff.

The Electric Company is seen in school by an estimated 2.75 million viewers. It is the most widely viewed in-school program in television history.

Early data on the new nationwide in-school survey undertaken by RTI show that 39.3 percent of the nation's schools are using the series for some students in grades one through six and that 22.5 percent of first graders are using it. While the older grade target audience has remained fairly stable, the unexpected first grade viewership shows and increase of 62 percent over a similar study done in 1972.

The expanding audience among younger children is further indicated by the latest home viewing figures from A. C. Nielsen which show that 34.5 percent of households with children under six years tuned in to the series during a six-week period last year. Among households with children six to eleven, 48.8 percent were tuned to the program during the same period.

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MUNCIE, IND.
PRESS
D. 21,500

OCT 1 5 1977

PROFILES ON 49

'The Electric Company' turns on lights for a new season

By ANN SWEDEEN
For Next Week

"The Electric Company," recently awarded a third Emmy by the National Academy of Television Arts and Sciences, opens its 1977-78 season this week on PBS Channel 49. The program airs Monday through Friday at 9 a.m. with repeat broadcasts daily at 4:30 p.m.

The acclaimed public broadcasting series is designed to teach basic reading skills to elementary school age youngsters. It is seen in school by an estimated 2.75 million children and is the mostly widely-viewed in-school program in television history.

MEDFORD, ORE.
MAIL TRIBUNE
D. 25,050 SUN. 28,012

OCT 1 4 1977

The cover: 'Electric Company'

Left: Two characters from "The Electric Company" strike a jungle pose amid their formal antics in behalf of teaching basic reading skills. Paul the Gorilla (Jim Boyd) and Jennifer of the Jungle (Judy Graubart) are two of the performers in the show's new season which debuts Monday, Oct. 17, on the 273 member stations of the Public Broadcasting Service, including KSYS-TV of Medford. The daily educational reading series for [illegible] is produced by the Children's Television Workshop.

Upper right: The speech balloon provides another reading experience on "The Electric Company," and that's the only way in which superhero Spider-Man communicates his thoughts. The use of the comic book-like balloon is a technique to encourage young viewers to read. October 17, on the 273 stations of the Public Broadcasting Service. The Electric Company is produced by the Children's Television Workshop.

Lower right:

J. Arthur Crank (Jim Boyd) doesn't mind teaching, but his nature does not allow him to go about it quietly regardless of the lesson.

"The Electric Company" airs at 8 a.m. and [illegible] p.m. Monday through Friday KSYS-TV, Channel [illegible] (Channel 11 cable).

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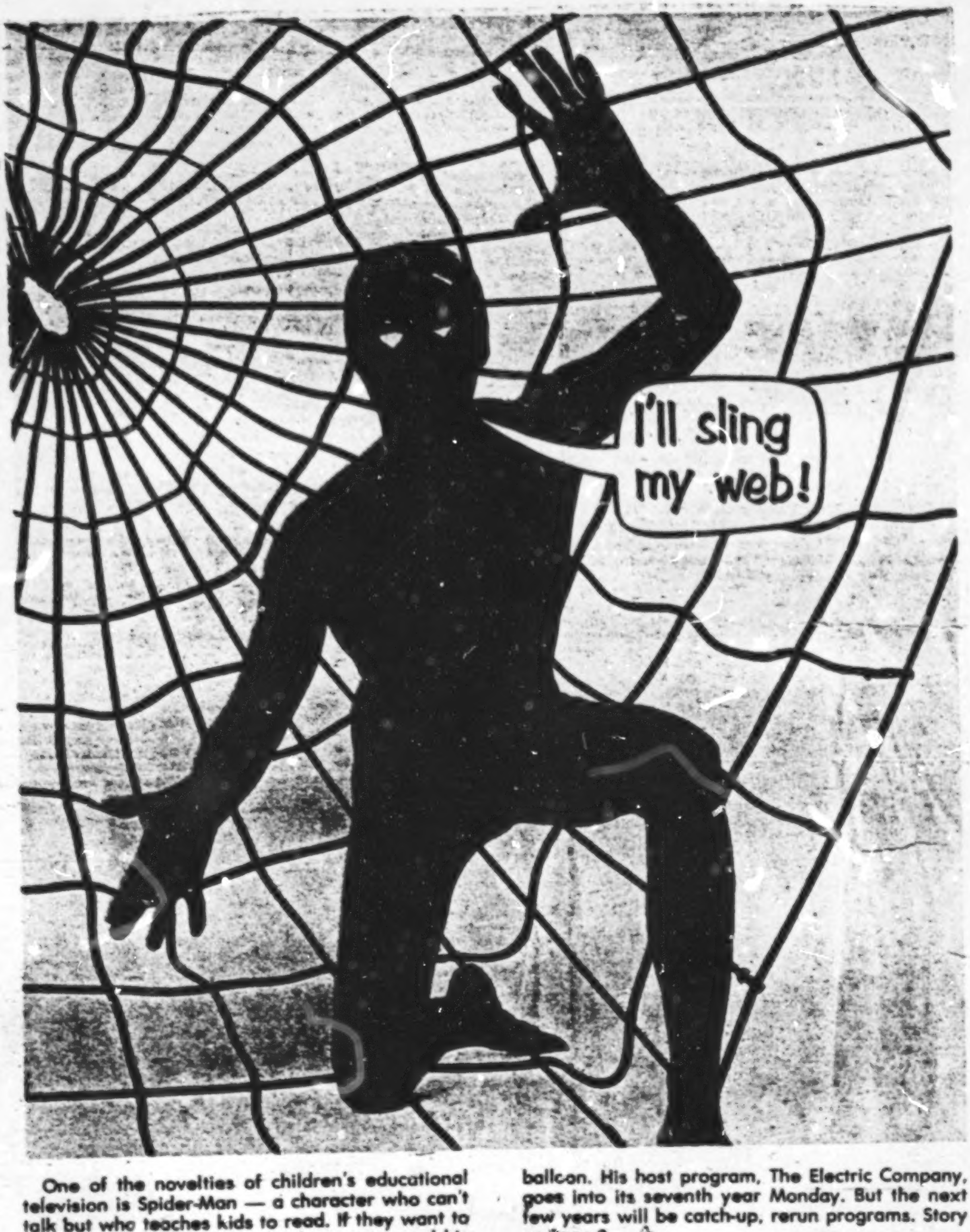
Journal Inquirer



I'll sling my web!

One of the novelties of children's educational television is Spider-Man — a character who can't talk but who teaches kids to read. If they want to find out what he's doing, they've got to read his balloon. His host program, The Electric Company, goes into its seventh year Monday. But the next few years will be catch-up, rerun programs. Story on Page 3. A

15

NEW YORK
Amsterdam News
NEW YORK N.Y.
W. 60,233

OCT 1 1977

Electric Company Stars

The eight-member repertory cast of TV's "The Electric Company" presents an individual and collective image. The daily educational series enters its seventh season Monday, October 17, on the 272 stations of the Public Broadcasting Service. Company includes Rita Moreno as the movie director (c.) and, clockwise from the top, Danny Seagren as Spider-Man; Skip Hinnant as Fargo North, Decoder; Hattie Winston as Valerie the Librarian; Judy Graubart as Jennifer of the Jungle; Jim Boyd as Paul the Gorilla; Luis Avalos as Igor; and Morgan Freeman as Easy Reader. The series, produced by the Children's Television Workshop, teaches basic reading skills to seven-to-ten year olds.

'Electric Co.' Sparks Reading

Not content merely to produce and broadcast its award-winning educational television series, the Children's Television Workshop has created a unique grassroots, utilization arm, the Community Education Services Division, to bolster the impact of its daily reading series, "The Electric Company," through viewing centers, local and national tutoring programs and, most recently, a network of reading clubs.

The main purpose of the reading clubs is to encourage members, individually or in groups, to work on projects that will exercise their reading skills and demonstrate the practical value of reading in a variety of endeavors.

The clubs are intended for children seven-to-ten years old, the target age range of the television series. Teenagers or college students are the club leaders under the direction of supervisors.

SUCCESS SPREADS

The first successful association of this type was with the Boys Club of America, first in Boston and now in other parts of Massachusetts. In addition, clubs have been established in several states in the South under the supervision of Vista volunteers and in other New England states.

To aid groups interested in setting up reading clubs, CES has prepared a kit of materials and instruction that includes a description of the club's purposes and functions, a supervisor's guide, club leader manual, membership cards and certificate of completion. All components of the package can be reproduced in quantity.

CES also has published a tutoring guide designed for the use of teenagers in unique projects where they tutor younger kids. The guide describes the process of decoding used on the television programs, gives suggested activities and other information that the young instructors need to know about tutoring.

Remedial Help

Meanwhile, The Electric Company is being used in remedial reading classes in a vocational rehabilitation program for young offenders in Tracy, Calif. The longstanding association with the Neighborhood Youth Corps continues in a highly successful tutoring program.

The series is also being used as part of a dental demonstration program funded by the Robert Wood Johnson Foundation. The program is aimed at six grade levels and the Workshop is providing motivational material to get children to brush their teeth daily. Characters from The Electric Company will be used for youngsters in grades five and six.

On tap for early 1978 are two game books — "Fargo North's Decoder Game Book" and "The Electric Company Game Show Book" — to be published by Grosset & Dunlap.

NEW BRITAIN, CONN.
HERALD

OCT 1 1 1977

Viewing TV

'Electric Company' back

"The Electric Company," awarded its third Emmy this year by the National Academy of Television Arts and Sciences as the outstanding children's informational series on TV, opens its 1977-78 season on Monday.

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After six years of successful programming the series enters a repeat phase in which the past two seasons of programs—260 separate half-hour episodes —will be aired at least through 1980 on the more than 270 PBS stations. Most stations air the program twice each day and some repeat them again on weekends.

Samuel Y. Gibbon Jr., executive producer, says that during this period researchers will monitor the series to see what happens to patterns of use. "They will also determine what effect repeating the programs will have on the educational effectiveness of the series," he says.

Much in evidence in this year's 130 half-hour programs is "The Short Circus," the resident rock group, whose purpose is to motivate viewers to acquire reading skills. The popular superhero, Spider-Man, is also on hand to aid in the teaching process. He uses speech balloons to communicate thereby providing viewers with a device with which they are familiar through comic books.

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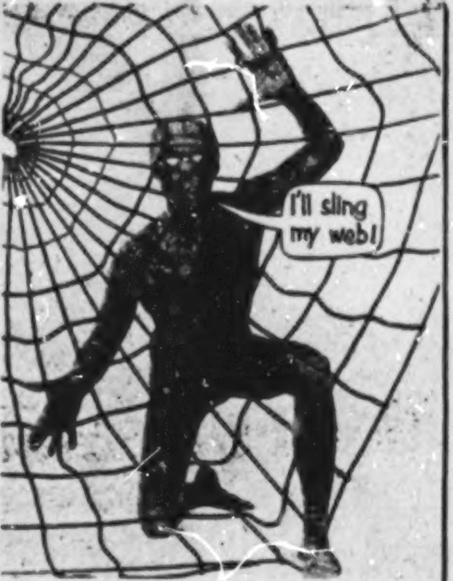
Early data on the new nationwide in-school survey undertaken by RTI show that 39.3 per cent of the nation's schools are using the series for some students in grades one through six and that 22.5 per cent of first graders are using it.

The expanding audience among younger children is further indicated by the latest home viewing figures from A. C. Nielsen which show that 54.5 per cent of households with children under six years tuned in to the series during a six-week period last year. Among households with children six to eleven, 45.8 per cent were tuned to the program during the same period.

The Workshop's unique Community Education Services Division continues to put its efforts into extending the reach of the series. CES has established Reading Clubs in several cities that are designed to encourage youngsters to follow up program viewing with reading.


I'll sling my web!

The speech balloon

The speech balloon provides another reading experience on "The Electric Company," and that's the only way in which superhero Spider-Man communicates his thoughts. The use of the comic book-like balloon is a technique to encourage young viewers to read. The popular daily reading series opens its 1977-78 season Monday. The Electric Company is produced by the Children's Television Workshop.

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PUEBLO, COLO.
STAR-JOURNAL
D. 17,311

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LA CROSSE, WIS
TRIBUNE
D. 33,900

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DURANT, O
DEMOCRA
D. 5,500

OCT 28

WOBURN, MASS
TIMES
D. 9,500

OCT 28 197

KALISPELL, MONT.
INTER LAKE
SUN. 11,016

OCT 30 1977

TYLER, TEXAS
COURIER-TIMES
TELEGRAPH
SUN. 28,500

OCT 16 1977

JUNGLE FORMALITY — Two characters from "The Electric Company" strike a jungle pose amid their formal antics in behalf of teaching basic reading skills. Paul the Gorilla (Jim Boyd) and Jennifer of the Jungle (Judy Graubart) are two of the popular performers in the show's current season which debuts Monday on the 272 member stations of the Public Broadcasting Service. The daily educational reading series for 7- to 10-year-olds is produced by the Children's Television Workshop. (Courtesy Photo)